AMERICAN GAS ASSOCIATION

Monthly

NOVEMBER
1955

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CONVINTION
A.G.A.
P.C.G.A.
HOME SERVICE

MEN in the gas industry have known Dean H. Mitchell for years as an able leader—active Association member, president of Northern Indiana Public Service for 17 of the 30 years spent in the industry—but evidently the people back home in Indiana know him even better. A tip-off at the convention was the personal congratulations of Indiana's governor, delivered by the state's utilities commissioner. Most recent honor was the "Hoosier Halo" bestowed on A. G. A.'s new president at the Hammond Newspaper Guild Page One Ball. The award, for contributing to the fame of Indiana, places Mr. Mitchell in the company of such winners as songwriter Hoagy Carmichael and the eminent researcher, Dr. Kinsey. Mr. Mitchell is past president of the Indiana State Chamber of Commerce, headed National Foundation for Infantile Paralysis activities in Indiana from 1946 to 1949, and has been active in numerous civic and charitable organizations. In addition, Mr. Mitchell finds time for two hobbies—showing horses and taking pictures. His "Seymour Dare", a five-gaited gelding, has won numerous blue ribbons and he is equally proud of his four-year-old stallion, "Valiant Reveler", and a promising filly. Photographically, Mr. Mitchell's interest ranges through movies, three dimensional slides and 35mm stills. . . . As "Mr. Gas Industry" for the coming year, Mr. Mitchell plans to widen participation in Association activities through a series of regional meetings.

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VOL. 37 NO. 11

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Speakers hail bright future for gas

The gas industry used the occasion of the American Gas Association Annual Convention to take a long, hard look at its own resources and prospects, particularly in relation to competitive energy sources. The 3,000 delegates attending the Los Angeles sessions found solid assurances that the tremendous growth of their industry during the past decade marks only a step in the expansion yet to come.

Speakers from outside and within the gas industry stressed that atomic power can be gas' partner instead of its competitor; that energy needs of our surging economy will tax all possible resources; and that new and improved methods of extracting and converting fossil fuels will extend gas reserves for decades to come. Equally important as reserves to the gas industry's future health are further developments in utilization

and an integrated industry-wide program of selling and promotion.

The challenge facing the industry was summed up by the out-going president, F. Marion Banks, president, Southern California Gas Co., when he said, "Based on present rate of population increase and present per capita consumption of gas, our industry by 1975 will be serving over 40 million consumers with about 170 billion therms of gas."

Held under the joint sponsorship of A. G. A. and Pacific Coast Gas Association, the three-day convention began Oct. 17 and held meetings in three of Los Angeles' major hotels—the Statler, the Biltmore and the Ambassador. General sessions were held each morning at the Statler and Sectional activities were conducted Monday and Tuesday afternoons. The convention concluded with a joint luncheon on Wednesday at the Biltmore where PCGA activities were conducted.

Dean H. Mitchell, president, Northern Indiana Public Service Co., Hammond, was elected A. G. A. president for the 1955-56 year. Advanced from second vice-president to first vice-president was C. H. Zachry, president, Southern Union Gas Co., Dallas. Elected second vice-president was A. W. Conover, president, Equitable Gas Co., Pittsburgh. Returned to office as treasurer was Vincent T. Miles, treasurer, Long Island Lighting Co., Mineola, New York.

Pacific Coast Gas Association membership elected Guy W. Wadsworth, Jr., president, Southern Counties Gas Co., Los Angeles, as president to succeed E. D. Sherwin, president, San Diego Gas and Electric Company. Thomas T. Arden, executive vice-president, Robertshaw-Fulton Controls Co., was elected vice-president.

Other attractions at the convention included a "Parade of New Freedom Gas Kitchens and Laundries," staged at the Statler and Southern California Gas Co.'s showroom; the traditional Home Service Breakfast, which attracted a record crowd of more than 600 persons; the ladies luncheon and style show, held at the new Beverly-Hilton hotel; and a dinner for delegates and their wives at Disneyland, where President Banks acted as lamplighter in a ceremony recreating the old gas-lit nights of a typical American town. [Because of time limitations, details of some of the activities above and coverage of Section meetings must be held over until the December issue of the MONTHLY.—Editor]

In opening the first general session, Mr. Banks on behalf of A. G. A. paid tribute to Southern California Gas and Southern Counties Gas, the two host companies, for contributing the manpower that made the 37th annual convention by far the "best-staffed" meeting in its history. He thanked R. R. Blackburn, Southern California Gas Co., and the men who served with Mr. Blackburn on the General Convention Committee, for the excellent organization evident throughout.

After a greeting from the Los Angeles mayor, Norris Poulson, who told the convention that it could solve the gas industry's problems better than any government, the delegates heard and voted to accept the report of Treasurer Miles.

In his presidential report to the convention, Mr. Banks reviewed the accomplishments of the Association during the past year and sketched an outline of the prospects before the gas industry. (Mr. Banks' report appears in full on page 8.)

The forecast that atomic power will be a partner, not a competitor of the gas industry, was made by the guest speaker at the opening session, J. Ed Warren, vice-president, The First National City Bank of New York.

To his own question: "Will you in the gas business find a new competitor at your customer's door with a price and product package you cannot profitably meet?" Mr. Warren said the answer of authorities is an emphatic "No."

"In fact," Mr. Warren said, "the very premise upon which nuclear electric power generation is based is that competitive fuels will become more costly as time goes on and supply will be unable to cope with future demand. On the other hand, nuclear developments can well provide a whole new chain of useful products and the expansion of others that would give impetus to increased needs of present day fuels."

The New York banker did not confine his remarks to nuclear power, but reviewed the increasing energy needs of our economy and the many sources from where these needs might be filled. He discussed the conversion of coal into gas and re-

ported on the efforts to extract petroleum profitably from gilsonite, shale and tar sands. The U. S., he said, will increasingly import energy supplies, both by pipelines and perhaps as refrigerated gas.

In summary, Mr. Warren said, "We can confidently expect to see the following trends develop:

"1. Energy needs, barring catastrophe and a decline in living standards, will continue to grow at an increasing tempo.

"2. The need will be so great that the trend will not be substantially changed by nominally increased costs of energy production.

"3. Adjustments and changes will continue to occur in the demand pattern for different forms of energy as new uses develop and vary with the economics, desirability and availability of supply.

"4. The existence of potential sources of supply both at home and abroad are adequate providing a political and economic climate continues to encourage industry to make the necessary investments in plants, processes and research.

"5. Nuclear energy will play a relatively small part in total energy demand for the next 20-25 years and will develop as a supplemental source becoming more and more important as a partner rather than a competitor to other forms of energy supply.

"6. The important contribution that energy has made to our national welfare can largely be attributed to two broad policies that have inspired progress and expansion of our economy. The first of these has been the freedom of consumers to utilize the fuels of their choice. . . . Secondly, a policy of reliance upon competition and private enterprise to generate the necessary supplies to meet the nation's growing needs for energy.

"7. It will be important that government provide the political climate that will encourage the maintenance of enterprise and competition, plus the ground rules of fair play; that industry continue forward and progressive policies of exploring all avenues of energy supply through continuous studies of trends and developments and individual and coordinated research programs; and that also there exist a better understanding of supply problems between all segments of the various energy industries and full encouragement toward their solution."

Urging a "new look" at today's gas appliances, Thomas T. Arden, president, Gas Appliance Manufacturers Association, told his audience at the second general session, "At present we are able to offer the potential buyer the finest in home appliances."

"It is largely up to us to recognize the high value of our appliances and set ourselves about the task of 'selling' this most attractive package to our potential customers," he declared.

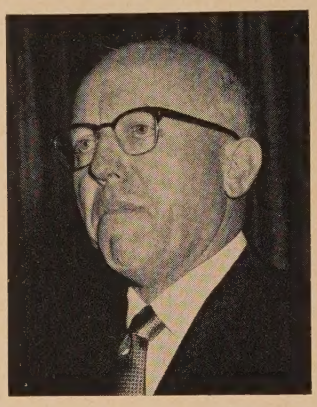
"Certainly wisdom dictates the desirability of pushing research for all it is worth to make sure that our appliance improves constantly, but let us beware of diminishing any present effort to sell the appliance by utilizing the excuse that a real push is not justified unless and until some of these magical improvements come into actual production."

In communities where a real selling job is done, he said, the gas range is today outselling all of its contemporaries put together at a ratio of better than ten to one.

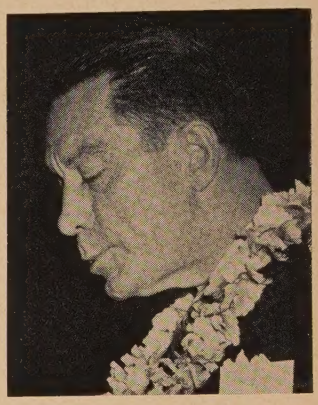
As to other appliances, Mr. Arden said that the automatic gas water heater stands forth supreme. "There is absolutely no question," he said, "but what the automatic

J. Ed Warren predicts atomic power will not compete with gas industry

J. F. Merriam said gas industry is in a stronger position than ever



T. T. Arden stated utility's role in merchandising of gas appliances



V. T. Miles, Long Island Lighting Co., delivered treasurer's report

Scene of the joint American Gas Association—Pacific Coast Gas Association luncheon meeting was the ballroom of the Hotel Biltmore

gas water heater is the most able machine available to produce hot water, and it does it more economically than machines using any other fuel, it does it faster and in a manner so completely automatic as to serve its masters for years with absolutely no attention."

Mr. Arden pointed out that the Servel refrigerator "possesses an assortment of attributes that sets it rather completely apart from any other refrigerating machine." He said gas dryers operate in a completely automatic manner, not excelled by dryers using any other fuel and they do their job more economically and faster.

"In like manner," he said, "our new look at automatic gas heat and gas incineration shows simply but clearly that there is no better way to accomplish either of these tasks in the home; and, of course, for these purposes, the gas appliance reigns absolutely supreme."

Mr. Arden said there are two basic advantages possessed by gas and its distributing system.

"The fact that this remarkable source of energy is delivered to the place of use underground involves its first tremendous advantage resulting in unbeatable dependability," he said.

"A second very interesting attribute of the fuel that supplies our appliances resides in its essential capability," he said. "Being a gas, it automatically possesses unique qualities enabling it to handle increased demands within rather wide limits. It can be compressed to 'stuff' more heat units into a smaller space, thus permitting presently sized distributing pipes and storage tanks to do a bigger job."

"A fair-minded appraisal of any area of the U. S. wherein appliances using other fuels may appear to be striding ahead of gas appliances will show that within that area an inadequate gas appliance selling job is being conducted. It remains only for the utility in that picture to assume the responsibility for appliance merchandising leadership, either directly or indirectly, through dealers to bring about a quick reversal and a re-establishment of natural desire for the better machine—the gas appliance."

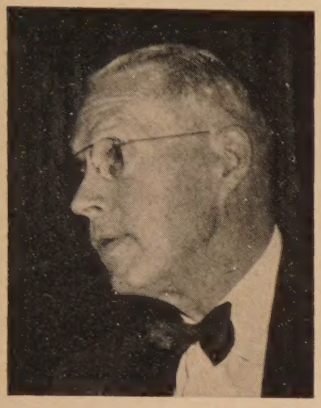
An equally optimistic picture of the future was drawn by Dean Lawrence C. Lockley, School of Commerce, University of Southern California, who also spoke at the Tuesday session.

Dean Lockley said that increases in population and optional purchasing power have created a richer market for replacement of household appliances than was available at the time of original purchase.

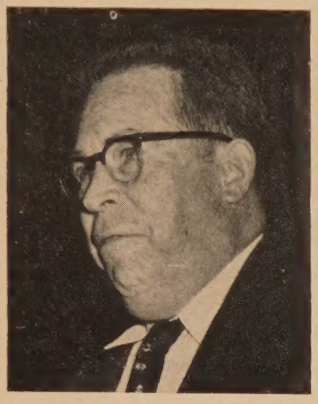
"The growth of productivity of American industry and labor will bring an increasingly high standard of living to us. Our increased purchasing will center around services and consumer durable goods—a tendency that will support the market for household appliances almost indefinitely," he pointed out.

The educator warned that present indications are that utilities, manufacturers and dealers in both gas and electric industries are scrambling to obtain what seems to be their share of a fixed market rather than expanding with this growing demand.

To take advantage of the opportunities that lie ahead, Mr. Lockley suggested the gas industry should pursue two courses of action:

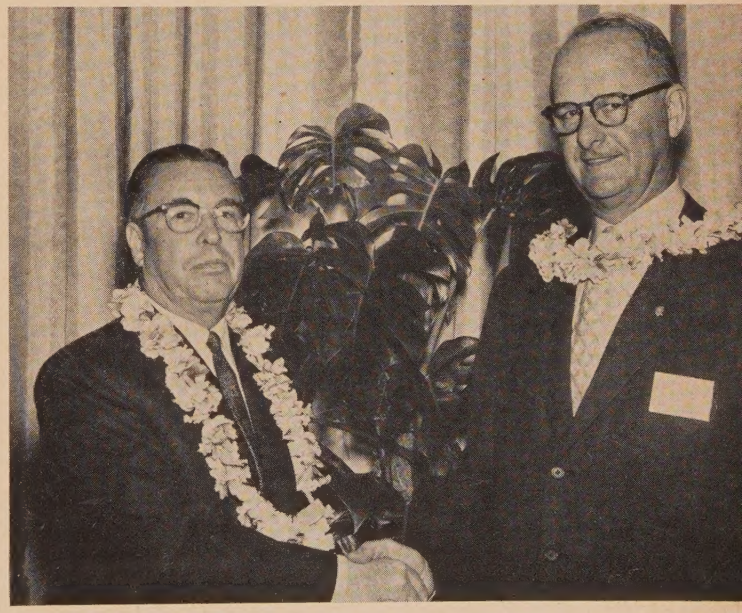


L. C. Lockley spoke on industry in relation to population, purchasing



Dr. Felix Morley urged greater decentralization of government power

N. A. Poulson, Los Angeles' mayor, delivered the welcoming address



The newly elected president of A. G. A., Dean H. Mitchell (left), shakes hands with outgoing president, F. M. Banks, now a director

Retiring PCGA president, E. D. Sherwin (l.), greets his successor, Guy W. Wadsworth Jr., as new vice-president, T. T. Arden, looks on

A. G. A. managing director, C. S. Stackpole, and Mrs. America address joint Residential and Industrial and Commercial Gas Section luncheon

(1) Seek to improve existing appliances and develop new types.

(2) Practice marketing techniques that will focus more effective and creative selling on the consumer.

"The consumer will buy household appliances in increasing volume as optional purchasing power increases and as the population increases lead to the formation of new families at a faster rate," Mr. Lockley declared.

"Whether these appliances will be gas or electric will depend on whether the gas industry develops a better marketing strategy than the electric industry," he said.

A prediction that the gas industry can "out run and over run" its competition if it unites to "advertise well, wisely and consistently" both nationally and locally, was made by C. S. Stackpole, A. G. A. managing director. Mr. Banks introduced Mr. Stackpole to the delegates—the first time he appeared before a national A. G. A. convention since his appointment to succeed the late H. Carl Wolf.

During the second general session Mr. Banks introduced winners of various A. G. A. awards for achievement in the fields of operating, accident prevention and home service. (For a detailed account of these awards, turn to page 24.)

Asserting that the gas industry was "never before in a stronger position than it is today," John F. Merriam, president, Independent Natural Gas Association of America, and president of Northern Natural Gas Co., Omaha, told the closing general session that it was the duty of the industry to do a better research job in finding new uses of gas to meet its responsibilities in the face of growing demands for energy.

The natural gas industry today supplies 25 per cent of the energy needs of the nation, Mr. Merriam said, with one of the most efficient systems for delivery of a basic fuel from the producer to the consumer. He added the industry must raise its standards of marketing if it is to meet its responsibilities in maintaining the high American production economy that is based on a plentiful energy base.

Mr. Merriam paid tribute to coordinating efforts of the A. G. A., under the leadership of President Banks, to meet the competitive challenge for fuel markets through the PAR program.

The natural gas industry's three segments of producers, pipelines and distributors do have differences of opinions, Mr. Merriam said, but they are making progress in working on common problems in the public interest. But he warned, "No one segment of the interdependent industry team should profit at the expense of any other."

Because it has grown so fast, the industry has failed to keep pace with the job of telling its service story to its employees and the public it serves. Mr. Merriam suggested that the industry could take a leaf from the native Californian—a "walking Chamber of Commerce for the state"—and do some constructive bragging about the job the gas industry does in the American economy.

Mr. Merriam's principal prescription for expansion of industry efforts for new uses of gas is in gas air conditioning developments. He also called for development of silent, efficient gas turbines for home power plants to expand the services of gas in the American home.

To meet its challenge in serving the American home and industry, Mr. Merriam said the answer for the industry is to spread "as widely as possible the facts about the industry's service. In accelerating the flow of information to the American public, the gas industry can meet unwarranted attacks on it and its role in the private enterprise system."

Without the Constitution, and self-government and free enterprise which flow from it, the gas industry would not be meeting voluntarily in Los Angeles, but would in Washington, summoned by the Ministry of Fuel and Power.

This statement summed up the remarks of Dr. Felix Morley, who addressed the final general session on the subject, "The Grass Roots of American Enterprise." Dr. Morley stressed that the U.S. government is not a democracy, but a federal republic, with constitutional provisions aimed at protection of the individual against the excesses of centralization.

Speaking directly of the gas industry, Dr. Morley said, "If your government had from the outset been strongly centralized, then both the establishment and the management of your companies would have been centrally directed, as in most other countries that have developed an industry akin to yours."

He urged a better understanding of the true intent of the founders of the Constitution and advocated a more rigorous education of children in the political fundamentals of our government and society.

The closing remarks of the final general session were made by Lieutenant Governor Harold J. Powers of California. He paid tribute to the gas industry for its role in the developing American economy and as a prime example of free enterprise in the public utility field.

The joint session of PCGA and A. G. A., preceded by a

(Continued on page 22)

Association Officers — 1955 — '56

Shown left to right—President Mitchell, First Vice-president Zachry, Second Vice-president Conover, Treasurer Miles

PRESIDENT

Dean H. Mitchell, president, Northern Indiana Public Service Co., Hammond, Ind.

FIRST VICE-PRESIDENT

C. H. Zachry, president, Southern Union Gas Co., Dallas, Texas

SECOND VICE-PRESIDENT

A. W. Conover, president, Equitable Gas Co., Pittsburgh, Pa.

TREASURER

Vincent T. Miles, treasurer, Long Island Lighting Co., Mineola, N. Y.

RETIRING PRESIDENT

F. M. Banks, president, Southern California Gas Co., Los Angeles, Calif.

DIRECTORS—newly elected for two-year terms

M. A. Abernathy, vice-president, United Gas Pipe Line Co., Shreveport, La.
Philip E. Beckman, vice-president in charge of gas operations, Pacific Gas and Electric Co., San Francisco, Calif.
R. E. Crawford, president, Minnesota Valley Natural Gas Co., St. Peter, Minn.
Lyle C. Harvey, senior vice-president, Carrier Corp., Syracuse, N. Y.
John E. Heyke, Jr., president, The Brooklyn Union Gas Co., Brooklyn, N. Y.
D. E. Karn, president, Consumers Power Co., Jackson, Mich.
Wister H. Ligon, president, Nashville Gas Co., Nashville, Tenn.
Chester L. May, senior vice-president, Lone Star Gas Co., Dallas, Texas
Robert W. Otto, president, Laclede Gas Co., St. Louis, Mo.
F. T. Parks, vice-president, Public Service Company of Colorado, Denver, Colo.
J. C. Peterson, president, The Manufacturers Light & Heat Co., Pittsburgh, Pa.
W. F. Rockwell, Jr., president, Rockwell Manufacturing Co., Pittsburgh, Pa.
Edward H. Smoker, president, United Gas Improvement Co., Philadelphia, Pa.
J. Theodore Wolfe, executive vice-president, Baltimore Gas & Electric Co., Baltimore, Md.
Dennis K. Yorath, general manager, Northwestern Utilities Ltd., Edmonton, Alberta, Canada

ACCOUNTING SECTION

Chairman—E. R. Eberle, assistant to general commercial manager, Public Service Electric & Gas Co., Newark, N. J.
Vice-Chairman—William D. Sweetman, superintendent, customer accounting department, The Peoples Gas Light & Coke Co., Chicago, Ill.

GENERAL MANAGEMENT SECTION

Chairman—John H. Carson, vice-president, The East Ohio Gas Co., Cleveland, Ohio
Vice-Chairman—Leslie A. Brandt, vice-president, The Peoples Gas Light & Coke Co., Chicago, Ill.

INDUSTRIAL AND COMMERCIAL GAS SECTION

Chairman—Lawrence E. Biemiller, manager, industrial fuel department, Baltimore Gas and Electric Co., Baltimore, Md.
Vice-Chairman—J. Robert Delaney, manager of gas sales, The Cincinnati Gas & Electric Co., Cincinnati, Ohio

OPERATING SECTION

Chairman—J. H. Collins, Sr., general superintendent, gas department, New Orleans Public Service, Inc., New Orleans, La.
First Vice-Chairman—Grove Lawrence, vice-president, Southern California Gas Co., Los Angeles, Calif.
Second Vice-Chairman—V. F. Bittner, assistant chief technical engineer, The Peoples Gas Light & Coke Co., Chicago, Ill.

RESIDENTIAL GAS SECTION

Chairman—B. H. Wittmann, assistant to vice-president in charge of sales, The Peoples Gas Light & Coke Co., Chicago, Ill.
Vice-Chairman—W. D. Williams, vice-president in charge of sales, New Jersey Natural Gas Co., Asbury Park, N. J.

The President's Report

A year of progress, a decade of promise

By F. M. BANKS

President, American Gas Association
President, Southern California Gas Company

For the gas industry, this has been a year of great progress. New records have been set in sales, number of customers and revenues. It was a year that brought encouraging reports from the Action Demonstration Cities; the Pacific Northwest seemed assured of getting natural gas, and gas facilities were installed and tested at the atomic testing grounds.

During 1955 we in A. G. A. have attempted to accent the modernity of our service and the great potentialities of our fuel and appliances. Our Laboratories' requirements have been strengthened to the point of rendering obsolete all gas ranges requiring manual lighting.

The gas industry established new records in 1954 and is on its way to break those records in 1955. On the basis of figures to date, total sales of gas are running more than eight per cent ahead of last year and may reach a new high of 66 billion therms.

We continue to add more than 800,000 new customers a year and should reach a new peak of over 29 million utility gas customers in 1955, in addition to 7½ million LP-Gas customers. Total revenues from the sale of gas will amount to nearly $3½ billion this year, which also would be a new record, nearly 12½ per cent ahead of the 1954 figure.

The A. G. A. Bureau of Statistics predicts that by 1975, based on present rate of population increase and present per capita consumption of gas, our industry will be serving over 40 million consumers with about 170 billion therms of gas. Truly that is challenge enough for any industry.

Indications are that we will score impressive sales marks in gas ranges, gas water heaters and central heating units this year. As for the future in the gas appliance field, I recall that a recent

A. G. A. survey showed a potential market for the sale of nearly 59 million gas ranges, water heaters and gas heating units in the five years from 1954 through 1958 at present economic levels.

Most experts are agreed that American industry has been able to cross up the prophets of boom, bust and doom, because of one factor: constant, dynamic improvement of markets. If the gas industry, a vital part of the economy, is to continue to improve, it too must have a dynamic forward look.

Urge integrated selling

Many of us may have taken public acceptance of gas too much for granted. It is dangerous to assume that gas, or any fuel, will automatically outsell competition. Consequently, I urge that an integrated selling effort be launched by the entire gas industry—distributors, pipeliners and producers alike.

Such a program might be a sound first step toward building industry unity. If components of this industry were to try to get together on a selling program they would, of necessity, learn one another's problems.

The American gas industry now faces the need to decide a major question of policy. That question is—"In what area can greater accord be found in the light of sound public policy?"

I do not minimize the differences that have been aired between different companies and sectors of the gas industry in recent months. Certainly competition between independent producers and arms-length bargaining between producers and pipeliners are healthy conditions that should be continued.

Nevertheless, I believe it is essential that we make a strong effort to mitigate differences between ourselves, that we bind up any wounds we have shown in public and prepare to go forward with a united program.

As many of you know, Fuller & Smith & Ross, marketing and advertising specialists, last year made a study to evaluate the organization and activities of the Association. After months of study and personal interviews with a substantial cross-section of the industry, the agency presented an analysis of its findings and offered some far-reaching recommendations.

These recommendations have been thoroughly reviewed by various committees, by delegates to the A. G. A. Executive Conference, and by the A. G. A. staff. It was concluded by the Executive Committee and so reported to the executive board, that many of the recommendations would help strengthen A. G. A. and the gas industry. Among such recommendations were the following:

That the headquarters staff of A. G. A. re-evaluate all of the numerous association conferences and meetings. The present Executive Committee urged that this review and analysis of A. G. A.'s committee structure and activities be expedited to provide an improved organizational pattern for A. G. A. in 1956.

Activities under the PAR Plan have assumed a long-term importance. Therefore, the related activities of A. G. A. sections should be integrated more closely into PAR where economy of time and expense or better results can be achieved.

The Executive Committee recently endorsed plans for holding a series of regional executive meetings in 1956 where the gas industry development program and the Action Demonstration City experiences, together with PAR and other Association activities, will be presented to utility top executives, in an effort to engender further active participation in industry-building activities.

It recommended similar meetings be held later for company sales and advertising managers in order to uncover ways and means of making these sales aids more adaptable and more effective for local company use.

Strong sentiment was expressed that the Association should be used in every feasible way to convince all segments of the industry that their growth and economic welfare are inevitably tied in with the sale of gas at the consumer's meter.

Competent groups are agreed that we should attempt to put together an evening television program of real caliber with ample opportunity for local emphasis and tie-in. An A. G. A. Television Committee has been appointed and has held initial meetings to discuss the possibilities of such a program, and progress was reported to the executive board.

The executive committee recommended that the present public information and public relations activities of the association be continued within the PAR Plan and urged broader company participation and financial support.

At this year's Executive Conference the question of what kind of an association the gas industry needs was considered.

James F. Oates, Jr., chairman of The Peoples Gas Light and Coke Co., and a director of this Association, presented a statement of policy so clearly that I would like to quote parts of it, as follows:

"The Association should be democratically controlled so that all views will have careful hearing and fair appraisal.

"The determination of policy should be in the hands of the volunteer representatives of the industry. They and only they can command the continuing loyalty of the membership. Such support will follow from their unrewarded services, their practical experience and their democratic selection for limited terms. The board, which should manage, will have the help of committees in the determination of policy.

"Policy, once determined, should be implemented and pursued by the professional staff—which has the time, training and facility to do the jobs which have been formulated to serve the interests of all.

"We, the volunteer laymen . . . should argue out our differences and hammer out conclusions in the forums of the committees and the boards."

Opposes "leader" concept

"The existence of the Association cannot depend upon the continuing allegiance of overwhelming industry support for one leader, however clever and wise and good he may be. Every Association president and board member is, however, expendable. In fact, they serve only for limited times.

"The institution run by the strong man with the iron fist has a very limited life expectancy—at least in that form.

"In short, we need an organization that can do on a national level those things in which we all have a great interest—things that cannot be done as well, or at all, by individual companies acting separately and alone . . . we do not need or want an organization reaching out to the local level through regional offices or otherwise to replace the principles or methods of local management . . . or to promote a fixed pattern of approach to operations in any field of our industrial activity. The local companies will be the stronger the more they can be encouraged and inspired to develop their own patterns to deal with their own problems."

Subscriptions for 1955 to the PAR Plan have exceeded $2.3 million for gas

utilities and more than $250,000 additional for pipeline research, a record attainment. Many companies also subscribed to the new public information program under the PAR Plan.

Some $1.23 million will be spent this year in promotional and advertising activities, and this amount will be augmented greatly through advertising and promotional expenditures of utility companies and appliance manufacturers. It is estimated that A. G. A.'s cooperative work with appliance manufacturers has brought about more than $1 million of additional national advertising by such manufacturers.

We welcome the advertising support being contributed by the GAMA group of equipment manufacturers under the leadership of Al Rockwell. It is only through the united support of our gas company and manufacturer members that we have been successful in bringing the story of gas and modern gas appliances to the public.

About $1 million will be devoted to research this year, with more than 50 projects devoted to gas utilization and gas operations. An original appropriation of $200,000 for air conditioning research probably will be increased to $300,000 before the year-end, with a like amount earmarked for this important research work next year.

Several very interesting air conditioning processes have been under review by the industry as a whole and subjected to intensive research. We hope to have something definite to show by 1956.

Gas production occupies a prominent position in the PAR research program with extensive work being done in peak shaving and substitute gases. About $300,000 per year is being devoted to perfecting methods of producing a gas from coal or oil that can readily be substituted for natural gas. The work of A. G. A. in this field is additive to that being done by the Bureau of Mines, by Pittsburgh Consolidated Coal, and some of the pipeline companies.

In closing, I wish to offer my sincere thanks to all who have helped me so greatly during the past year. Without the help and support of my fellow officers, the membership of A. G. A. and the competent and hard-working staff of the Association, little or nothing could have been accomplished.

This year has faced the staff and the employees of the Association with a problem unusual indeed. Without the personal direction of Managing Director Carl Wolf throughout that year, they have none-the-less met the challenge of extensive review of the Association activities with vigor, and at the same time have advanced the Association's achievements.

Every year we hear the retiring president credit the staff with the things accomplished during the year. This year I have the aforementioned reasons for paying special tribute to the Association employees for their loyalty and for a job well done under disquieting circumstances. Especially do I wish to acknowledge here the leadership of the senior staff members, John West, Ed Hall and Bruce McCandless, and to thank them personally for the great help they have been to me.

As you all know, H. Carl Wolf, who was managing director from 1946 until his unavoidable retirement, died June 26, 1955. Acknowledgement of his services to the industry and appropriate expressions of regret have been made by the executive board of the Association. The industry has lost a true leader, and I a valued friend.

Looking to the future I wish to say that one of our accomplishments has been to obtain the services of our new managing director, Chester Stackpole. His energetic and friendly approach together with his knowledge of the industry and his quickness to understand its problems, will serve our industry well.

I am sure you will find our revised A. G. A. organization and programs amply deserving of the support of the industry.

Display information, promotion activities

Discussing A. G. A.'s promotion plans for 1956 at Palm Springs are GAMA leaders (l. to r.) Julius Klein, 2nd vice-president; T. T. Arden, retiring president; W. F. Rockwell, Jr., newly-elected president; and A. B. Cameron, 1st vice-president

Rockwell heads GAMA in '56

W. F. Rockwell, Jr., president, Rockwell Manufacturing Co., Pittsburgh, was elected president of the Gas Appliance Manufacturers Association at the opening of GAMA's 20th annual meeting. Convention registration was 500, the largest in the association's history.

H. Leigh Whitelaw, managing director for the past 12 years, was named to the newly created post of executive vice-president, and Harold Massey, assistant managing director since 1946, was made managing director and secretary.

Mr. Rockwell succeeds Thomas T. Arden, executive vice-president of Robertshaw-Fulton Controls Co., as head of the trade group whose 600 manufacturer members account for more than 95 per cent of all equipment used in gas production, transmission, distribution and utilization.

Mr. Massey will be in charge of the administration and management of the association's affairs. Mr. Whitelaw will act in an advisory capacity to the board of directors and concentrate on policy and industry and governmental relations.

Other new officers are: first vice-president, A. B. Cameron, president, Ruud Manufacturing Co.; second vice-president, Julius Klein, president, Caloric Appliance Corp.; treasurer, F. Shepard Cornell, vice-president and general manager, A. O. Smith Corporation.

Speakers at the convention predicted an all-time high for the gas industry for next year. Key speaker Thomas T. Arden stated that three basic factors are responsible for the spectacular industry gains achieved during the past year: the multi-billion-dollar expansion of the natural gas pipeline system, the recognition by builders that the use of gas and gas appliances is an efficient and economical step toward home automation, and the trend on the part of industry toward utilizing natural gas in a triple role as a fuel, a tool, and an ingredient in many processes.

James Sands, chairman, industrial gas equipment division, said that gas is now employed by 112,000 industrial organizations, and that the fuel has now become virtually indispensable in the processing of nearly every item required in the nation's daily living. American industry, he said, is expanding its use of gas almost as fast as the gas can be transmitted and distributed.

G. W. Denges, chairman, gas warm air furnace division, said that furnace shipments during the first eight months of this year were nearly 36 per cent above the all-time high of 1954, and that gas central heating systems in use at the end of 1955 will exceed the total of oil heat installations. N. E. Westphal, chairman, boiler division, predicted that two and one-half million additional homes will be heated with gas during the 1955-56 and 1956-57 heating seasons, to bring the total of gas-heated homes to more than 17 million.

Only one category of gas central heating failed to show an increase—gas conversion burners. However, Edward P. Hays, division chairman, pointed out that most conversion burner manufacturers produce either boilers or furnaces, whose sales increases more than offset the decline in conversion burners.

Henry Carbon, chairman, gas water heater division, said his branch of the industry is enjoying its greatest year, and is certain to finish 1955 with an all-time record. E. Carl Sorby, chairman, domestic gas range division, pointed out that shipments for the first eight months of 1955 increased over 16 per cent over the

(Continued on page 26)

Campaigns

NEW FREEDOM GAS LAUNDRY PROMOTION,
featuring Automatic Gas Water Heaters and Automatic Gas Clothes Dryers (Feb.-March)

SPRING RANGE PROMOTION
(April-May)

REFRIGERATOR PROMOTION
(June-July)

OLD STOVE ROUND UP
(Aug.-Sept.-Oct.)

HOLIDAY PROMOTION
(gas refrigerators, clothes dryers, ranges)
(Nov.-Dec.)

HOUSE HEATING PROMOTION
(optional timing)

AIR CONDITIONING PROMOTION
(optional timing)

INCINERATION PROMOTION
(optional timing)

NEW FREEDOM GAS KITCHEN PROGRAM
(Year-'round)

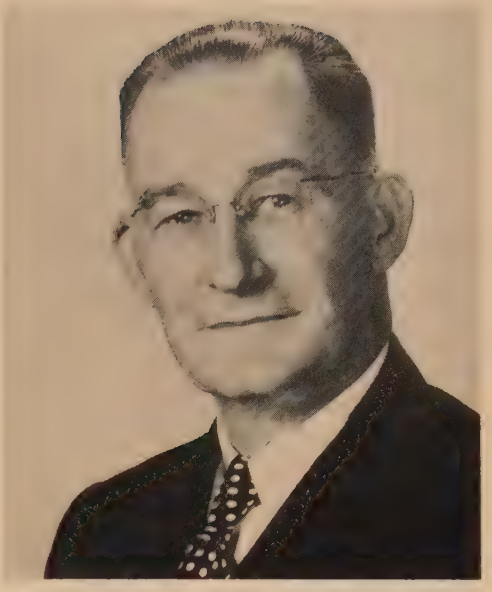
MRS. AMERICA CONTEST
(Year-'round)

COMMERCIAL WATER HEATING PROMOTION
(Feb.-March-April)

COMMERCIAL COOKING PROMOTION
(Sept.-Oct.-Nov.)

1956

Flexibility marks seven national or local campaigns prepared for 1956 under PAR and listed in new Promotion and Advertising Plan Book



By FRANK B. WRIGHT

Chairman, General Promotional Planning Committee

a PAR activity

The gas industry's 1956 *Promotion and Advertising Plan Book* gives the framework of the 1956 A. G. A. sales, promotional, and advertising programs financed under the PAR Program, as recommended by committees of the Residential, Commercial, and Industrial Gas Sections, and approved by the A. G. A. General Promotional Planning Committee.

Flexibility marks 1956's schedule. Timing is laid down only on the five major residential campaigns, and the commercial and industrial promotions. You will receive a kit on each of these seven campaigns as each promotion period approaches. Kits on the other three campaigns (air conditioning, householeating, and incineration) will come to you on Jan. 1, so they may be used any time during the year that you find best for your local conditions. And there are two year-round campaigns—the New Freedom Gas Kitchen program and the Mrs. America promotion.

Because of geographic location and other local market conditions, some gas utility companies may find it difficult to conform to the suggested time schedules. However, gas utility companies are urged to run their local campaigns whenever possible within the A. G. A.-recommended periods, and capitalize on the impact both of an industry-wide campaign and the A. G. A. national advertising that will run in connection with most of these campaigns.

This advertising will include special ad sections in leading national magazines. Eight are already scheduled on residential appliances and four on industrial and commercial gas equipment.

Sales figures show that the competition is reaching strongly for our markets. Our industry vitally needs to present a united front in promoting the increased sale of gas. The programs and materials described in the PAR book will prove to be important sales tools for you to use in attaining this objective in 1956.

As shown in the book, the New Freedom Gas Laundry promotion will be held in February and March, 1956, and again August through October, on the themes "Only Gas Dries So Fast . . . Costs So Little," and "Only Automatic Gas Water Heaters Give You Hot Water Three Times Faster." A special promotional package about the New Freedom Gas Laundry will be available to all.

The April-May gas range promotion emphasizes new developments such as the nickel burner, mini-pilot, 100 per cent shut-off, thermostatically controlled surface burner, and automatic top burner controls.

As in all promotions, program details will be mailed from Headquarters three months in advance for the June-July refrigerator promotion, which will again feature the successful A. G. A.-Servel sales contest.

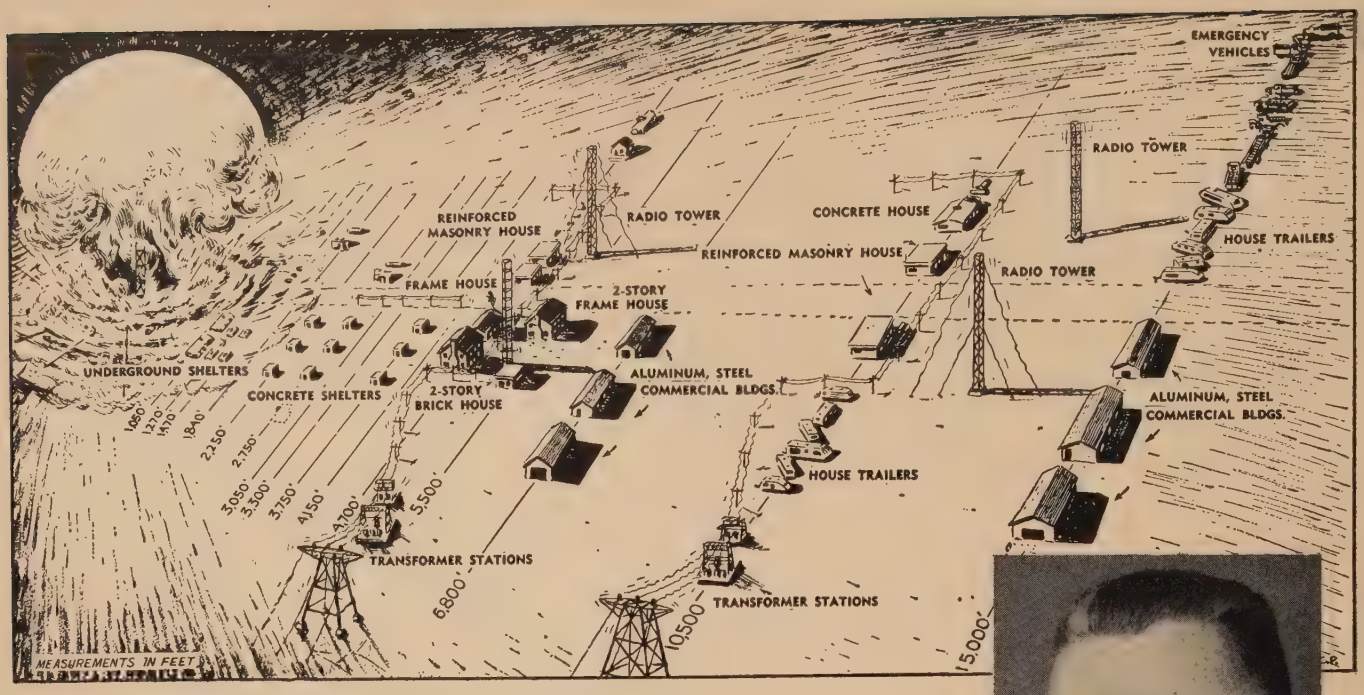
National women's magazines will run a dramatic series of A. G. A. advertisements for the August-September Old Stove Round-Up. Stimulating this promotion is the awareness that almost half of the 33 million gas stoves in use are over ten years old.

The 1956 Christmas season will bring A. G. A. ads based on the holiday theme, "Give Her a Gas Appliance for Christmas."

Next year's commercial promotions will feature the spring commercial gas heating promotion, and the fall PEP campaign, both with advertisements galore in hotel, restaurant, and chain store magazines.

Themes for the three "any-time" campaigns are: "For Carefree Comfort, Heat with Gas"; "Only Gas Gives Greatest Year-Round (air conditioning) Comfort"; and "Only Gas Incinerators End Both Your Trash and Garbage Worries."

If you have not received your copy of the *Promotion and Advertising Plan* book summarizing all the major gas industry campaigns, write to A. G. A. Headquarters. Copies are available, free of charge.



Sketch showing principal installations and distance from atomic device

Gas and the atom blast

By GUY CORFIELD

Southern California Gas Company
Los Angeles, California

In the fall of 1954 the Federal Civil Defense Administration in cooperation with the Atomic Energy Commission invited the American Gas Association, together with numerous other segments of American industry, to participate in the atomic test program scheduled for the Nevada test site in the spring of 1955. The objective was to ascertain the effect on industrial and civilian installations, of a nuclear device detonated from a tower 500 feet above ground level.

The over-all program was designated as Operation Cue, the subdivision in which A. G. A. participated was the Civil Effects Test Group, Project 35, Utilities, Services and Associated Equipment, and the nuclear device was called Apple 2. Apple 2 was organized as an "open shot," that is, qualified members of the press and civilian observers were allowed to inspect the installations, witness the blast and observe the effects.

Plans and arrangements for participation in this project were worked out jointly by Federal Civil Defense Administration and American Gas Association, the latter being represented by the following committee: J. J. Novy, chairman, The Peoples Gas, Light and Coke Co., Chicago, Ill.; J. F. Bell, Portland Gas and Coke Co., Portland, Ore.; D. S. Bittinger, Washington Gas Light Co., Washington, D. C.; B. D. Goodrich, Texas Eastern Transmission Corp., Shreveport, La.; H. G. Laub, Nevada Southern Gas Co., Las Vegas, Nev.; H. L. Masser, Southern California Gas Co., Los Angeles, Calif.; Harold Massey, Gas Appliance Manufacturers Association, New York, N. Y., and C. G. Segeler, secretary, American Gas Association, New York, New York.

Guy Corfield, Southern California Gas Co., was appointed project officer to represent A. G. A. at the Nevada test site, supervise the gas installations, observe the effects of the blast on these installations and prepare a report. He was assisted by H. G. Laub and by H. H. Fer-

● This paper is a condensation of the preliminary report written for and issued by Federal Civil Defense Administration under the title "Effects of a Nuclear Explosion on Typical Natural and Manufactured Gas Underground and Aboveground Installations, Including Appliances in Houses." Copies of this FCDA preliminary report are not available at this time for distribution to the gas industry.

It is expected that, after careful review of the data and of information from related projects which may result in some revisions and additions, this preliminary report will be reprinted and issued in final form; it is not known at this time when or if copies of the final report will be available for general distribution to the gas industry.

Presented to General Management Section, A. G. A. 1955 Annual Convention, Los Angeles, October 17.

guson, The Peoples Gas Light and Coke Co., who were appointed assistant project officers.

Funds for the field installations were provided by A. G. A., and appliances, equipment, piping, and fittings were supplied by various members of GAMA, and cooperative suppliers of gas industry equipment. Extensive LPG installations were also made by the Liquefied Petroleum Gas Association, and through cooperation with them propane gas was available for burning in appliances at two locations.

The main objective of gas industry participation in Operation Cue was to determine the effects of the explosion of a nuclear device on typical gas industry installations, equipment, and appliances. It was anticipated that information would be obtained that would help in (1) predicting areas and extent of damage, (2) determining the speed and extent of possible repair and rehabilitation measures, (3) formulating practical and feasible means for minimizing damage to existing facilities, and (4) developing criteria for future construction and equipment design that would offer maximum resistance to nuclear explosions.

Underground installations included: The 6-in. cast iron and steel pipe, at 1470 feet and 4700 feet included, at each location, approximately 60 feet of cast iron and 100 feet of steel. The cast iron sections were connected with typical mechanical, and jute and lead-caulked joints. The steel piping was joined by welding, by flanges and by couplings. Services of steel, cased copper and plastic, and uncased copper and plastic, were installed with typical connections to the 6-in. piping.

At both 1470 feet and 4700 feet there were three installations of typical 6-in. valves, centrally located in 40-ft. lengths of 6-in. pipe; one valve was protected with a concrete block pit, another with a brick pit, and the third was buried in soil with the exception of an 8-in. steel casing above the bonnet.

The street regulator vault at 1470 feet was constructed of reinforced concrete, contained a 6-in. low-pressure pilot-loaded regulator with 20 feet of connected 6-in. pipe projecting through the vault walls in opposite directions, and was vented by two 4-in. pipes extending 6 feet above ground. Access to it was through a 24-in. x 24-in. hinged cast iron cover.

The street regulator vault at 4700 feet was similar to the one at 1470 feet except that it contained a medium pressure weight-loaded regulator.

A recording pressure gauge (0-60 psi) was mounted within each vault and connected to the upstream side of each regulator.

The parkway vault at 4700 feet was constructed of reinforced concrete, and contained a 6-in. low-pressure pilot-loaded regulator attached to 20-ft. lengths of steel piping projecting through the walls. It was vented through an above-ground (approx. 6-ft. high) ornamental gauge box which also served to house a 0-35 recording pressure gauge connected to the upstream side of the regulator. Access to this vault was through two hinged metal covers, providing a total surface opening of approximately 6 x 7 feet; one cover was made of reinforced steel plate, and the other of reinforced aluminum plate.

From such wreckage as this frame house during atomic blast, gas industry hopes to learn lessons that will help minimize damage to facilities and to speed their repair and use

The projecting piping from the low-pressure side of the regulator in this parkway vault at 4700 feet was connected to a pressure relief assembly consisting of an underground vertical cylindrical vessel made of a 3-ft. length of 16-in. pipe which provided an oil seal with a 6-in. vent pipe rising approximately 9 feet above ground. SAE 10 lubricating oil, to a depth of 22 inches, was added to provide the seal.

All of these underground assemblies were provided with pressure test connections, and were tested prior to the blast and found to be pressure tight at 20 psi. The regulators were also tested with air flow and left in proper operating adjustment.

Typical services were installed to one-story precast concrete slab houses, one house at 4700 feet and one at 10,500 feet. At each house the service pipes (steel, copper, and plastic) were connected to a 20-ft. length of 6-in. steel main, parallel to and 20 feet distant from the side wall of the building. The service pipes rose out of the ground at the side of the house and connected to house-type pressure regulators, and meters (iron-case, aluminum and "tin"-case), and then entered the wall of the house about two feet above floor level.

The copper and plastic services terminated inside the wall in a manner to put strain on them if the house moved on its foundation; the steel service similarly terminated inside the wall, and also was connected outside the house at ground level to piping that ran around the back of the house at ground level to connect to the house piping and to a 500-gal. LPG tank. All assemblies were checked and found to be gas tight.

House piping was installed in both one-story precast concrete slab houses and typical domestic appliances connected to the house piping with typical connectors of iron pipe, semi-rigid copper and aluminum tubing, and brass flexible metal tubing. These pipes and appliances were pressurized with LP-Gas, tested for leakage, and the appliances adjusted to proper operation. Gas pressure was left on, and the appliances were operating on pilot light and thermostat at the time of the blast, in the house at

10,500 feet; the gas was turned off at the house at 4700 feet.

In a two-story-and-basement house at 4700 feet, constructed of wood framing with brick facing, a house regulator and meter were installed on the inside wall of the basement, house piping was run in the basement and to the first floor, and typical appliances were installed and connected to this house piping in the basement and on the first floor. Gas was not provided to this house.

In other houses, typical appliances were installed free-standing (not connected to house piping); also, in the basement of the two-story house at 4700 feet, and in the integral garage of the one-story house at 10,500 feet, assemblies of typical mechanical and electrical appliance controls were installed.

Long view at Nevada atomic testing grounds shows havoc after blast. Underground gas piping fared much better than overhead power transmission lines, as shown in photo above

Two emergency vehicles, a distribution heavy repair truck and a customer service pickup truck, were located at 15,000 feet. Both of these vehicles were completely equipped with tools, supplies, etc., including two-way radio.

Except as listed below, all underground installations and components came through the explosion without displacement or damage.

Six-in. pipe and services, at 1470 feet and 4700 feet: a pressure test indicated leakage equivalent to a pressure drop of one psi per hour from 15 psi which leakage, upon excavation, was found to be in the jute and lead-caulked cast iron bell and spigot joints. At 1470 feet the 1½-in. pipe pressure test riser was bent to the ground and the valve handle, stem and bonnet had disappeared.

Six-in. valves in pits and casing: at 1470 feet the manhole covers (24-in. circular cast iron) on the two valve pits were displaced about 6 inches, and the ¾-in. pressure test risers were bent about 45° in the direction of the blast. At 1470 feet the valve casing cover (8-in. circular cast iron) was lifted off and carried 100 yards away.

Street regulator vault at 1470 feet: the cover was thrown open, but was intact and remained fastened to hinges. The two 4-in. vent pipes were sheared off approximately 9 inches below ground (9 inches above top of concrete ceiling of vault) and carried away by the blast.

Parkway regulator vault, gauge box and oil seal at 4700 feet: the recording pressure gauge in the gauge box had the glass in the circular door broken, and the pen at the end of the pen arm fallen off. The pen was replaceable and the gauge apparently otherwise undamaged. (Clock was running and pressure element operative.)

The sheet metal vent cap at the top of the oil seal vent pipe (resting on top and secured by light chain) was blown off and found approximately 100 yards southward.

The oil seal was originally 22 inches in depth. After the blast it was 16 inches deep. The oil representing this difference in height (approximately 4 gallons) was found in the connecting piping from the regulator and was presumably blown upstream out of the seal by the over-pressure.

All service piping, house regulators and house meters at the one-story precast concrete houses were in undamaged and operative condition. There was no evidence of movement of the houses, relative to the piping, that would have imposed any strain on the piping.

In the basement of the two-story frame house with brick facing, at 4700 feet, the strain imposed on the regulator-meter assembly fastened to the basement wall when the first floor collapsed, broke both meter swivels where they entered the house piping fittings so that the meter fell to the floor. The meter itself, and the regulator, were undamaged and operative.

The house piping and LP-Gas supply in the two one-story precast concrete houses remained intact and free from leaks. The house piping in the basement of the two-story frame and brick-faced house was displaced and bent at the west wall because of collapse of the first floor.

Except as described below, appliances suffered no damage and were immediately operative.

One-story precast concrete house at 4700 feet: Refrigerator: no movement; no damage to connector or cock; top, left side and food compartment door bent inward, and door would not open; no damage to inside of cabinet, nor to burner, controls, adjustments or refrigerating unit; would be usable if door replaced.

Range: right side moved away from wall about 6 inches; no damage to connector or cock; slight dents and porcelain damage; two top burner grates on floor, one broken; two aeration pans and three top burner valve handles on floor; all burners and pilot ignition tubes out of place; when re-assembled (except for broken grate) was in operative condition, and was removed and used for mass feeding demonstration.

Room heater: turned 90° from wall; copper connector sharply kinked but not broken; top panel on floor; required only new connector to be operative.

Water heater: undamaged.

These appliances were all found operative when the gas was turned on.

Two-story and basement house at 4700 feet, first floor: refrigerator: fell forward on door but no apparent damage other than dent in door; would probably have been usable except that building

(Continued on page 22)

Facts and Figures

Prepared by A. G. A. Bureau of Statistics

Shipments of 271,000 automatic water heaters during August set an all-time record for any monthly shipments. Shipments in August were up 30.9 per cent over the 207,100 units shipped during the same month last year and up 23.6 per cent over July shipments and 219,300 units. During the first eight months of this year shipments of automatic water heaters aggregated 1,894,400 units up 24.0 per cent over the same comparable period of last year. Anticipated shipments for 1955 are expected to reach 2.7 million units.

The shipments of 233,400 gas ranges during August were up 30.1 per cent over last year and represented the largest number shipped since October 1952. There were 1,512,900 gas ranges shipped during the first eight months of 1955, up 16.2 per cent over the 998,200 units shipped during the same cumulative period ending Aug. 31, 1954. New housing starts after two successive months of decline have rebounded during August when starts totaled 123,000 units up 7.6 per cent over last August and up 7.0 per cent over last month.

The effects of the current housing boom have been helping to set new records for shipments of gas-fired furnaces. The month of August set a new record when 104,100 units were shipped, up 38.2 per cent over the same month a year ago. Gas fired boiler shipments were up 30.9 per cent to 12,700 units while shipments of 24,300 gas conversion burners were down 17.3 per cent from the same month a year ago. The market for central heating equipment as a replacement of competitive fuels is constantly diminishing. This is primarily because so many non-gas units have already been converted to gas that the total number of homes still eligible for such installations has declined and the number of

(Continued on page 46)

SALES OF GAS AND ELECTRIC RESIDENTIAL APPLIANCES DURING AUGUST, 1955

(WITH PER CENT CHANGES FROM THE CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August		July		Eight Months Ending August 31, 1955	
	Units	Per Cent Change	Units	Per Cent Change	Units	Per Cent Change
RANGES						
Gas	233,400p	+30.1	149,500	+11.2	1,512,900	+16.2
Electric	n.a.	n.a.	97,900	+ 7.1	n.a.	n.a.
WATER HEATERS						
Gas	271,000	+30.9	219,300	+15.2	1,894,400	+24.0
Electric	70,800	+ 7.1	77,100	+15.8	623,700	+16.8
GAS HEATING						
Furnaces	104,100	+38.2	67,800	+27.4	517,000	+35.9
Boilers	12,700	+30.9	6,800	+ 3.0	49,500	+11.0
Conversion burners	24,300	—17.3	13,200	—33.7	94,300	—28.1
DRYERS						
Gas	34,500	+54.6	16,900	+27.0	187,300	+58.7
Electric	101,700	+75.8	43,600	+58.9	541,300	+82.3

p Preliminary
n.a. Not available

PERTINENT BUSINESS INDICATORS, AUGUST

(WITH PER CENT CHANGES FROM CORRESPONDING PERIOD OF THE PRIOR YEAR)

	August			July		
	1955	1954	Per Cent Change	1955	1954	Per Cent Change
Industrial activity (1947-1949 = 100)	140	123	+13.8	140	123	+13.8
Consumer prices (1947-1949 = 100)	114.5	115.0	— 0.4	114.7	115.2	— 0.4
Housing starts, non-farm (thousands)	123.0	114.3	+ 7.6	115.0	116.0	— 0.4
New private construction expenditures ($ million)	2,764	2,457	+12.5	2,763	2,387	+15.8
Construction costs (1947-1949 = 100)	148.5	141.3	+ 5.1	148.4	141.7	+ 4.7

GAS SALES TO ULTIMATE CONSUMERS BY UTILITIES AND PIPELINES DURING AUGUST

(MILLIONS OF THERMS)

	1955	1954	Per Cent Change
Month of August			
All types of gas	4,219.3	3,955.9	+6.7
Natural gas	4,046.9	3,785.1	+6.9
Other gases	172.4	170.8	+0.9
Twelve Months Ending August 31, 1955			
All types of gas	64,327.8	59,667.0	+7.8
Natural gas	60,896.1	56,427.9	+7.9
Other gases	3,431.7	3,239.1	+5.9
August Index of Total Gas Utility Sales (1947-1949 = 100)	195.2	183.0	+6.7

More and more national ads helping you sell more Gas to more people
THE ADVERTISING PROGRAM OF THE SUPPLIERS TO THE GAS INDUSTRY IS SELLING NEW HOME BUYERS AND BUILDERS AND RESELLING PRESENT CUSTOMERS FOR YOU
Here are more of the colorful national advertisements paid for by the Suppliers to the Gas Industry, listed below, to protect and expand your business and ours! This program is paying off. We know by the hundreds of inquiries we have received.
The future of the gas industry is bright—1955 sales of gas and gas appliances prove it again. We want to keep it that way for you — and for us. That is why we are putting our cash into national advertising to tell present and future home buyers, builders, architects, plumbers and heating contractors that "Gas Gives You More Because GAS Is Modern, Dependable, Automatic, Fast, Clean, Safe, Silent, and Economical."
Many utilities are making this program pay extra dividends for them by publishing these advertisements in their local newspapers and sending proofs to their dealers. You can, too.
Consistent advertising in the Saturday Evening Post PLUS double page advertisement in Small Homes Guide is selling gas and gas appliances to present and future home owners, builders, architects, plumbers and heating contractors.
POST
Gas
Gas FITS YOUR PRESENT OR FUTURE HOME
ECONOMY IN PLANNING CALLS FOR Gas
DEPENDABLE MODERN AUTOMATIC FAST, CLEAN SAFE and SILENT
YES, Gas gives you MORE
...and economical too, because GAS does the 7 big jobs
Jeanne and Bill are smart and modern. They found that
would give them more...

GAMA group helps sell gas

A new advertising program, which includes a series of national consumer advertisements, originated and financed by manufacturers who supply equipment to the gas industry, is helping gas utilities and dealers sell the advantages of gas and gas appliances to millions of present and future home owners.

Designed to supplement and expand the industry's promotional efforts, advertisements in the *Saturday Evening Post* and *Small Homes Guide* are featuring "Gas for the Seven Big Jobs" and stress the fact that gas is modern, dependable, automatic, fast, clean, safe and silent.

Under the direction of the Equipment Manufacturers Advisory Committee of GAMA, manufacturers in the suppliers' group have appropriated more than $100,000 to carry the program through to the end of 1955. Increased budgets are planned for 1956 and additional manufacturers who supply distribution, transmission and production equipment to the industry have indicated their intention to participate.

Manufacturers supporting the 1955 program include American Cast Iron Pipe Co., American Meter Co., Cleveland Trencher Co., Dresser Industries, Inc., E. F. Griffiths Co., A. C. Lawrence Leather Co., Rockwell Mfg. Co., M. B. Skinner Co., Sprague Meter Co., and U. S. Pipe & Foundry Company.

The program has been enthusiastically endorsed by utility executives, members of the A. G. A. board of directors, the A. G. A. Gas Industry Development Committee and other industry groups.

In commenting on the program before the Gas Industry Development Committee, J. Theodore Wolfe, executive vice-president, Baltimore Gas & Electric Co. of Baltimore and committee chairman, called the suppliers national advertising program, "An unprecedented step forward, which indicates the new spirit of cooperation within the industry."

"These manufacturers who have nothing to sell directly to the public are making an outstanding contribution to the gas industry's promotional efforts and deserve the thanks and recognition of every gas utility," Mr. Wolfe said.

Mats of the national advertisements are being made available at no charge to gas utilities for use in local newspapers over their own names and reprints of the advertisements are being used by many utilities for dealer distribution.

(Continued on page 22)

Connecticut Light and Power hosts at dinner, shows 300 users how industrial gas speeds production

Utility greets industrial customers

An outstanding promotion and public relations program was carried out recently by The Connecticut Light and Power Company when they invited nearly 300 of their industrial gas customers to a dinner meeting where three speakers discussed various phases of industrial gas utilization.

The dinner meeting was held at Waverly Inn, Cheshire, Conn., September 29, 1955. The theme was "Industrial Gas Speeds Production." During a social hour before dinner was served, the company's gas customer guests had an opportunity to view a small exhibit of industrial heating equipment set up in the Inn's basement.

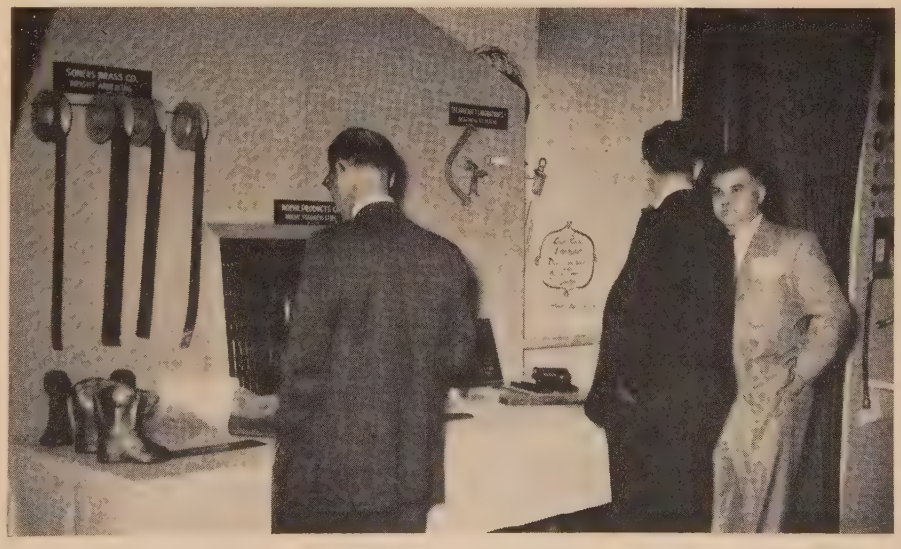
Among the firms represented in the exhibit of equipment were: American Gas Furnace Co., The Bristol Co., Eclipse Fuel Engineering Co., Gehnrich & Gehnrich, Inc., Charles A. Hones, Inc., Maxon Premix Burner Co., and Mears-Kane-Ofeldt, Inc.

Also, Minneapolis-Honeywell Regulator Co., The North American Manufacturing Co., Ohio Foundry Co., Prat-Daniel Corp., Rockwell Manufacturing Co., Selas Corporation of America, Stewart-Warner, and Surface Combustion Corporation.

In addition to the interesting exhibit of a variety of industrial appliances, nearly 50 of the gas customers had a product exhibition of their own which ranged from raw materials produced for other manufacturers, to a wide variety of metallic consumer items.

This section of Connecticut has many manufacturers of diversified items, most of them utilizing metal in some form or other. Their products range from basic non-ferrous metals to countless consumer

A display of industrial gas equipment, some in operation, was viewed by Connecticut Light and Power's industrial customers before dinner was served at Waverly Inn



Switching from process to product, some 50 concerns displayed end results of gas in manufacturing. Items ranged from raw materials to finished consumer products

items. In every instance heat is required for many processing operations and in most every case this processing heat is gas fuel.

In the main, the principal object of the meeting was to acquaint the gas customers with the latest applications and trends in industrial gas. James H. Doak, Meriden manager, was chairman and he introduced three speakers on subjects of major interest to this particular audience and to discuss gas applications that would fit in with the general manufacturing operations in the central Connecticut area.

First speaker was Curt H. Vaughan, assistant vice-president, The Electric Furnace Co., Salem, Ohio, on the subject, "Prepared Atmospheres and Their Trends." He gave the background of three basic types of furnace atmospheres; exothermic, endothermic and dissociated ammonia, and described the particular uses of each.

Mr. Vaughan went into considerable detail on the equipment used for the generation of these gases and emphasized that precision control of their generation was essential to the production of satisfactory and uniform work. Much was dependent, he stated, on the uniformity of the fuel gas itself used for atmosphere generation. Any variation in the analysis or specific gravity of the fuel gas would change the atmosphere. He said that control of the dew point was the most practical method of atmosphere control.

In his conclusion, Mr. Vaughan stated that in his opinion the major trends in furnace atmospheres were:

First: Greater care towards safety controls and devices and better education in operations, and full cooperation with insuring agency recommendations.

Second: More attention to furnace construction to maintain the atmosphere that is generated.

Third: Additional variations of the basic gases to better perform some of the jobs already being done.

Fourth: Finding the jobs and operations that have so far been bypassed.

The next subject up for discussion was on "Ovens—Direct Versus Indirect Firing," presented by Herman Gehnrich, president, Gehnrich & Gehnrich, Inc., Woodside, Long Island. This was of particular interest to many of the dinner guests as so many finishing operations in this Connecticut area are done in ovens. Mr. Gehnrich made it clear in his opening remarks that, except in very rare instances, there was no excuse for an indirect fired oven.

The direct fired gas oven, he went on, was the only way to do low temperature processing and finishing operations. There was nothing, he pointed out, in the products of gas combustion that would hurt any type of finish. He related that there were thousands of direct gas fired ovens used to bake off white and pastel finishes with perfect satisfaction. A properly installed and regulated oven, with even heat distribution, never hurt a finish.

Direct fired ovens have so many advantages that it is foolish to consider any other type. They are more controllable and have less maintenance. Direct fired gas ovens are safe, as witnessed by the many direct fired ovens now being used to heat treat aluminum and magnesium. In all his experience, Mr. Gehnrich stated, there had never been a fire in a direct gas fired magnesium heat treating oven. Annealing of brass is also being done in direct fired ovens.

The last speaker of the evening was Robert C. LeMay, coordinator of sales, Selas Corporation of America, Philadelphia. His subject, "Future Trends in Heat Processing," covered a wide range of high temperature operations. His main thesis was the premise that high temperature industrial processing operations are being speeded up so that together with the heating equipment they could be moved right into the production line. By having heat processing equipment in the production lines, much time is saved, processing time is reduced and labor is saved by eliminating the movement of materials to and from some remote heating department.

For volume production, heating machines would be designed to meet specific work requirements and to meet production line speeds. The results of these new applications would be to improve product quality.

Mr. LeMay went on to remind his audience that a long time ago heat treating departments were known as "blacksmith shops" which slowly graduated to "hardening rooms" and finally to their present place as tools in the production line.

He described many types of operations where the processing operations had been speeded up with a consequent material reduction in costs. It is especially significant that an increasing number of heat processes are being performed on the production line with automatic conveyors eliminating former handling. These high speed applications and other operations in standard equipment were shown in a series of fine color slides.

In his conclusion, Mr. LeMay stated that many manufacturers will have to adopt these new machines and techniques and that we can look forward to many plants and processes being redesigned.

Closing remarks were made by Lee V. Clark, assistant manager, The Connecticut Light and Power Co., Waterbury, in which he expressed his appreciation for the courtesy of their gas customers in coming to the dinner and listening to the informative talks.

Among hosts and speakers at dinner were (l. to r.): James H. Doak, Connecticut Light and Power; Herman Gehnrich, Gehnrich & Gehnrich, Inc.; R. C. LeMay, Selas Corp.; C. H. Vaughan, Electric Furnace Co.; L. V. Clark and Howard Memmott, both of the Connecticut utility

Industrial relations round-table

Prepared by
A. G. A. Personnel Committee

Edited by W. T. Simmons

Assistant to the Personnel Manager
Philadelphia Electric Company

● **Letter to all wives**—A new idea in the field of foreman's news service. It's a letter service called "Institute for Supervisors' Wives Monthly Letter." Aim of the letter is to win the foreman's wife over as an ally of the company. It demonstrates that management values her influence on her husband's work attitudes.

Each month the letter discusses some aspect of her husband's job or some phase of industrial activity that affects her as the wife of a supervisor. For instance, the first letter demonstrates how tact and understanding of human relations is one of the qualities her husband must develop to become a successful management man. Cost of the letter is 10¢ or less an issue. It's published by Executives' Services, Inc., Box 14, Mystic, Connecticut.

● **Arbitration preparedness**—"If you have an arbitration case, it must be important; and if you are going into arbitration, go first class. . . . Make adequate preparation of the case." John B. Lauritzen, San Francisco attorney, states this advice in the new booklet, *Preparing and Presenting Arbitration Cases,* released by the Institute of Industrial Relations, University of California, Berkeley (36 pages, 50 cents). Contributors are experts in the field.

● **Safety equipment**—There is on the market now a dust mask which is feather-light. It weighs less than one half ounce and is made of soft rolled aluminum. Pliable, it fits any shape face. It may be worn with glasses. Low cost too. Protects against ordinary non-toxic dusts and spray hazards. Put out by General Scientific Equipment Company.

● **Industrial films**—"It's Your Decision" illustrates the basic principles of our modern economic profit system from a human relations angle. Designed to stimulate discussion and thinking on the benefits of modern enterprise. Story revolves around three ex-GI's who decide to go into the trucking business. Color and sound, 45 minutes. Write: American Economic Foundation, 295 Madison Avenue, New York.

"A Matter of Time" describes the achievement to date in medical science's war on heart disease. Shows the latest research developments in equipment. Highlights the four main types of heart diseases—arteriosclerosis, hypertension, rheumatic fever, and congenital malformations—and suggests ways the average person can avoid them. (16mm, color and sound, 15 minutes.) For free loan, write: Association Films, Inc., Ridgefield, N. J., or your nearest AF library.

● **Labor Department studies jobs for old people**—The Labor Department is starting out on a five-point program to remove age barriers to employment. The program is aimed at: (1) Proving that older workers are good workers, (2) finding out if high pension and insurance costs are major causes of the problem, and if so, what can be done about them, (3) devising means to improve union contract provisions regarding the aged worker, (4) improving placement services, and (5) giving special attention to the employment of mature women.

● **Manpower and the new Reserve Forces Act**—Passage of the new Reserve Forces Act will probably mean a better break on manpower for the average employer because the new law allows the man of military age considerable latitude in fulfilling his training obligations. Fewer young men will volunteer for two years' service under the draft law and, therefore, will be available for employment. Also, many of those already working can avoid having their careers interrupted for the full two years.

Here are the alternatives now available to men of draft age:

Those under 18½: (1) Can serve in the ready reserve until they are 28, which relieves them from all active duty if their reserve service is satisfactory, or (2) can enlist in the reserves for eight years, beginning with six months of active duty followed by the remainder in the ready reserve.

Men 18½ and over: (1) Can await the draft, which involves two years of active service, three years in the ready reserve and one in the standby reserve, (2) can volunteer for the same combination of six-year duty as drafted men but not necessarily in the same two-three-one order, or (3) if they possess recognized critical skills, can volunteer for the same eight-year period as men under 18½ (see above).

Men who have joined the reserves to serve until age 28 can shorten their period of service to eight years by undergoing three to six months of active duty.

Membership in the ready reserve entails either a combination of 48 training periods (usually at night) and 17 days of active training duty (usually during the summer) or 30 days of active training duty a year. Failure or refusal of a reservist to meet this obligation makes him liable to 45 days of active duty without his consent.

Employers with employees in the three-to-six-month training category must grant these workers on their return the same reemployment rights that regular members of the armed forces receive, but the application for reemployment must be made within 60 days (instead of 90) and the period during which trainees may not be discharged without cause after reemployment is six months (instead of a year). In no instance may the reemployment rights of these trainees take precedence over those who have served full time in the armed forces.

● **Arbitration decision**—*Seniority grievance over job shift denied*—Arbiter Paul Prasow makes the distinction between seniority and job jurisdiction clear in an award which backs up Reynolds Metals Company in shifting duties from one classification to another. CIO's Steelworkers protested that seniority rights were infringed by the move, because the department involved uses classification seniority. Where seniority is limited to relative standing in just one classification, instead of a department or plant, the union contended that taking away some of the duties of the classification would make things that much harder for the grievants when they are faced with layoffs.

But Mr. Prasow draws the line between seniority, which ranks employees within a given seniority unit, and job jurisdiction. Seniority can't be used to stem changes in job content, he says, unless the contract expressly provides that it can. Mr. Prasow makes the point that seniority does not provide job security, because it does not guarantee work. Changes in the work to be done by incumbents in a job classification may affect job opportunities, the arbiter admits. But the problem is a jurisdictional one, he says, and related to seniority. Since management's motives in making the change were to foster efficiency, and since the contract permits the company to make major changes in job classifications, the arbiter denies the grievance.

Wage deals aren't "economic changes"—Arbiter Paul Prasow denies a grievance over a wage reopening, ruling that the reopening cannot take place because contract wording permits it to happen only "when abnormal changes in living costs or economic conditions occur."

Mr. Prasow disagrees with the union, a local of AFL's Teamsters, which rested its case on the contention that recent wage deals in auto, coal and steel industries, as well as in local firms, were "abnormal" enough to justify a reopening.

The employer, the Los Angeles Laundry Owners Association, Inc., rested its rebuttal on the definition of "abnormal." But Mr. Prasow simply says wage changes are not a big enough part of the economy to fill the requirements of the contract. Even if wage settlements lately have been "abnormal," he says (not granting the point) other basic economic conditions affecting the laundry industry and the employees have not changed much during the past year. Wage changes may *indicate* abnormal changes in over-all economic conditions, the arbiter concludes, but they are only one part of the picture. If the rest of the picture is pretty stable (as he finds it is), wage changes alone cannot make it "abnormal."

Convention speakers hail

(Continued from page 6)

luncheon at the Biltmore Bowl, was presided over by the retiring president, Mr. Sherwin. The principal speaker was Dr. James W. Fifield, Jr., minister of the First Congregational Church of Los Angeles.

Dr. Fifield made a strong plea for the rejection of materialism and collectivism, which he said dominate both major political parties, and asked for a return of spiritual values as a guide out of the impasse of the present world situation.

In his report, Mr. Sherwin welcomed A. G. A.'s first convention on the Pacific Coast and reviewed briefly its formation and the part Pacific Coast gas men have played in its affairs. He went on to explain that PCGA, while affiliated to A. G. A., is an independent organization which serves its members on a regional basis through meetings and discussions more closely related to local problems.

He paid tribute to the general section chairmen who initiated and supervised programs throughout the year and referred delegates to their printed reports. Mr. Sherwin noted that a successful activity of the past year was a gas industry public relations conference held in Seattle under the sponsorship of PCGA and A. G. A., plus other industry associations.

A number of awards were presented to PCGA members for their activities during the past year. Among them were gold medals to M. J. Binckley, Southern California Gas Co., for a paper entitled "Proof Testing Gas Pipeline", and Dexter Stoner, Pacific Gas & Electric Co., for representing PCGA in a study of electronic data processing. The Basford Trophy was awarded to the manufacturers section, J. F. Ray, chairman, for its outstanding contributions in many fields, and the heater division of the same section was judged winner of a committee award.

A unique honor came to Fred E. Wilson, Pacific Gas & Electric Co., when he was the only man this year to become a member of the exclusive Forty-niner Club. Joint authorship of a paper, "Pacific Gas & Electric Company Takes Steps to Reduce Down-time in Event of Major Rupture of Super Inch Gas Transmission Line," added enough points to his total to put his score over 49—and thus earn club membership. Points are earned through committee work, papers, and awards.

The session was concluded with the installation of new officers and brief closing remarks by Mr. Banks.

At an executive session following the first general session on Monday, member company delegates elected the slate of directors proposed by the A. G. A. Nominating Committee and presented by Chairman Everett J. Boothby, president, Washington Gas Light Company. (See page 7 for complete roster of officers.)

Also elected by ballot at the meeting was the 1955-56 Nominating Committee. Chosen on a regional basis, the new committee is headed by W. L. Shomaker, Northern Natural Gas Co., Omaha. Serving with him are: Ronald A. Malony, The Bridgeport (Conn.) Gas Light Co.; James Comerford, Consolidated Natural Gas Co., New York; A. W. Lundstrum, The Ohio Fuel Gas Co., Columbus; Hansell Hillyer, South Atlantic Gas Co., Savannah; Frank C. Smith, Houston Natural Gas Corp.; W. E. Mueller, Colorado Interstate Gas Co., Colorado Springs; Guy W. Wadsworth, Jr., Southern Counties Gas Co., Los Angeles; and Sheldon Coleman, The Coleman Co., Wichita, Kans., representing manufacturers.

Atom blast

(Continued from page 16)

later collapsed and buried refrigerator in debris.

Range: no movement; connector and cock appeared to be intact; probably operative but unable to determine because building later collapsed and buried range in debris.

One-story precast concrete house at 10,500 feet: Pilot lights on all four appliances extinguished, but no movement or damage; operative when pilots were relighted.

Other locations: All other appliances in all other houses were either undamaged, or slightly damaged externally by flying debris or adjacent objects falling against or on them.

On the heavy repair truck one window, in the side facing the blast, was cracked and the back window of the cab, which was loose in its frame, fell out; otherwise there was no damage. The pickup truck suffered no damage.

1. In general, because of their inherent strength and simplicity, and because they are largely underground, natural and manufactured gas piping and equipment are relatively resistant to nuclear explosion and will be among the most immediately usable or repairable civilian and industrial facilities. For the same reasons of strength and relative simplicity, gas appliances are also resistant to nuclear explosion, and unless located in structures that are themselves completely destroyed, will be available for emergency as well as regular use.

2. Distribution piping, valves, regulators and control equipment will offer maximum resistance to nuclear explosion if installed as much as possible underground by direct burial, or in pits or vaults not rising above ground level, to minimize blast and overpressure forces which may damage or destroy aboveground structures but have little if any effect on buried structures.

3. Lead-caulked cast iron bell and spigot joints are susceptible to the ground shock caused by nuclear blast, and are likely to develop leakage.

It should be understood that the above-described results and observations, and conclusions, are based on the explosion of a nuclear device, with a yield of approximately 30 KT, 500 feet above ground. It does not appear possible at this time to predict with any accuracy what the results would be from a device with greater yield, exploded at other heights and at other distances.

Helps sell gas

(Continued from page 18)

The Equipment Manufacturers Advisory Committee consists of:

W. F. Rockwell, Jr., president, Rockwell Manufacturing Co., chairman; C. Benson Dushane, Jr., vice-president, American Meter Co., vice-chairman; W. G. Hamilton, Jr., president, American Meter Co.; H. N. Mallon, president, Dresser Industries, Inc.; C. H. Abbott, treasurer, Sprague Meter Co.; C. N. Brown, U. S. Pipe and Foundry Company.

Demonstrate "set it and forget it" controls

Billed as a "world premiere", demonstration of four Roper gas ranges equipped with their new Tem-Trol controls draws 300 gas industry leaders to Kansas City showing

Controlled top burner cooking is demonstrated by Gas Service home service directors Mrs. Myrtle Strahan, Topeka; Mrs. Ellen Bridges, Pittsburg; Mrs. Helen Mandigo, Kansas City

Among viewers were (l. to r.): Gordon W. Jones, United Gas Improvement; C. Brandenburg, Topeka; C. S. Stackpole and Jessie McQueen, A. G. A.; R. L. Conover, Equitable Gas

The Geo. D. Roper Corporation's new fully automatic Tem-Trol top burner, offering homemakers "set it and forget it" top burner cooking, was demonstrated at a recent national showing sponsored by The Gas Service Company at the President Hotel in Kansas City, Missouri. Approximately 300 persons attended the event.

Developed by Robertshaw-Fulton Controls Company after 15 years of research, this new control is being adapted to ranges made by Roper, Caloric and Florence. Other leading gas range manufacturers plan to incorporate the feature in their 1956 lines.

The new control offers a wider range of cooking temperature than has ever been available before in an automatically controlled all-gas unit. It automatically maintains a lower cooking temperature than any previous burner has been able to reach and hold. "Keep-warm" temperatures as low as 150 degrees are provided in this Roper burner.

The Tem-Trol will hold set temperatures within two degrees (up or down). It incorporates a stainless steel sensing unit that is held against the bottom of the cooking utensil by spring tension. The temperature dial for setting the burner resembles an automatic oven heat control dial.

Four Roper ranges with Tem-Trol burners were shown at Kansas City. Members of The Gas Service Company's home service department staff demonstrated the cooking ease afforded by the

(Continued on page 48)

Top award winners honored

Above: F. M. Banks (l.) presents Distinguished Service Award to F. A. Hough for his work on ASA Code B31.1. Right: George K. Bachmann (r.) receives Distribution Achievement Award sponsored by American Meter Co.

Three men, five women, and 13 gas utility and pipeline companies were awarded special recognition for their outstanding contributions to the gas industry during the past year. The highest honors bestowed by the industry were presented during the A. G. A.-PCGA Convention in Los Angeles. F. M. Banks, president, American Gas Association, and president, Southern California Gas Co., awarded the following honors during the Oct. 18 general session at the Hotel Statler: Distinguished Service Award, Beal Award, Distribution Achievement Award, Home Service Achievement Award, and Safety Achievement Award.

Frederic A. Hough, chief design engineer of the pipeline division, Bechtel Corp., and former vice-president, Southern Counties Gas Co., was winner of the Distinguished Service Award. The award, comprising an engrossed certificate and a substantial financial recognition, was presented to Mr. Hough in recognition of his work on the gas transmission and distribution systems section of the ASA B31 pressure piping code.

As chairman of a committee of 70 individuals for over two years, he directed the revision of this section. The revision, largely due to his efforts, was quickly accepted by the American Standards Association, and is now under consideration for adoption by state Public Service Commissions.

Wins third time

The Beal Award for the most outstanding technical paper of the year was presented to Edward G. Boyer, gas department manager, Philadelphia Electric Company. Mr. Boyer broke records by winning this award for the third time—he had won it in 1947 and 1949. His original paper, *The Manufactured Gas Position in Present Day Operation,* was presented at the Chemical, Engineering and Manufactured Gas Production Conference in May.

The Beal Award, established in 1898, consists of a gold medal and a cash award. It was originated by the late W. R. Beal, and is now sponsored by Ernest R. Acker, president, Central Hudson Gas and Electric Corp., Poughkeepsie, New York. Papers eligible for consideration for the award must have been delivered before an annual meeting, school, conference, or Association convention, or printed in the MONTHLY.

George K. Bachmann, general superintendent of meters, Public Service Electric and Gas Co., Newark, N. J., was recipient of the Distribution Achievement Award—a certificate of merit and $1,000 in cash. Sponsored by the American Meter Co., Philadelphia, the award is presented annually to the individual judged to have made the greatest contribution to the science and art of gas distribution in the past year or in the past five years.

One of Mr. Bachmann's major contributions is the part he played in developing his company's State Meter Shop. He was responsible for the design, construction, and operation of one of the most modern meter repair shops in this country. Many of the meter handling, labor-saving, and automatic features of this shop are the result of Mr. Bachmann's engineering ingenuity.

The meter shop has been visited and studied by leading gas and meter company representatives, and has been described in magazine feature articles. It is being used as a model for various meter shops now under construction. Mr. Bachmann is the author of several papers; one won a national contest.

Individual accomplishments in home

E. G. Boyer wins Beal Award for the third time
9 of 13 Safety Achievement Award winners pose
ght: "McCall's" Achievement Award winners join
eth Herbert (3rd from left), home equipment editor

service were accorded national recognition when five women were honored with American Gas Association awards for achievement, sponsored by *McCall's* magazine. Cash prizes totaling $1,000 and bronze plaques were awarded to members of home service organizations judged to have made the most effective contributions to the advancement of modern homemaking by promoting the use of gas and modern gas equipment.

The awards were made to representatives of companies in three divisions. In Division A, for home service departments of more than five representatives, a cash award of $200 and a plaque were given to Irene Muntz, home service department manager, Rochester (N. Y.) Gas and Electric Corp., for her description of a department organization reaching the widest number of customers in selling better living.

Shirley Fegert, home service director, Honolulu, won the division award for departments of five or less for an effective program directed toward assistance in the homemaking problems of working women. She received $200 and a plaque.

Three prizes of $200 each and a bronze plaque were awarded in Division C, where awards are available to three individual members, or a department head in the home service departments of each of three different companies.

In this division, an award was given Mrs. Mary Burton, home economist, San Diego Gas & Electric Co., for descriptions designed for purchasers on the care and use of new appliances.

Mrs. Edith Collins, home service advisor, Montana-Dakota Utilities Co., Rapid City, S. D., was recognized for her account of home management classes for wives of air base personnel given at the request of officers in charge of the base. The award was accepted by Betty Jane Frahm, home service director of the company.

Southern California Gas Company's home service representative, Mrs. Ruth Marsh, was honored for a school demonstration used throughout the Southern California system to acquaint students with Blue Flame Magic.

Thirteen safety awards

Thirteen gas utility and pipeline companies received the Safety Achievement Award from the A. G. A. Accident Prevention Committee. These companies had the lowest accident frequency rate of all gas companies which were members of A. G. A., in each of 13 divisions. Included are companies with staffs ranging from less than 100 employees to 1,501 or more, in natural gas, transmission, manufactured and mixed gas, and liquefied petroleum gas companies.

The companies receiving this high safety award are as follows:

Natural gas—Baltimore (Md.) Gas and Electric Co.; Iowa-Illinois Gas & Electric Co., Davenport, Iowa; Central Illinois Light Co., Peoria, Ill.; Michigan Gas & Electric Co., Three Rivers, Michigan.

Transmission—Texas Eastern Transmission Corp., Shreveport, La.; Southern Natural Gas Co., Birmingham, Ala.; Michigan Gas Storage Co., Jackson, Mich.; Wilcox Trend Gathering System, Inc., Dallas, Texas.

Manufactured and mixed gas—Consolidated Edison Company of New York, Inc., New York, N. Y.; Citizens Gas & Coke Utility, Indianapolis, Ind.; Florida Power & Light Co., Miami, Fla.; Superior (Wisc.) Water, Light & Power Company.

Liquefied petroleum gas—Spokane (Wash.) Gas & Fuel Company.

GAMA convention

(Continued from page 11)

same period last year, and that August shipments hit a high of 233,400 units.

A relatively new appliance, the gas clothes dryer, has been steadily climbing in sales, and will hit another new high this year, according to Norman Millard, division chairman. Currently, gas models account for over one-quarter of dryer sales. In most areas, he said, the difference in operating cost in favor of the gas dryer during its operating life adds up to more than the original cost of the appliance.

Frank H. Post, chairman, automatic controls division, said the controls industry is running well ahead of 1954, and that the continuing trend toward automation in the home assures an increasing demand for the products of the industry.

R. H. Norris, chairman, direct heating equipment division, indicated that his group reported sales for the first six months 32 per cent over the same period in 1954, and expected to keep up that pace during the rest of the year. The division anticipates that sales next year will be approximately the same or slightly better.

Manufacturers of recessed wall heaters and floor furnaces report that the trend toward home modernization has stimulated the demand for both types of equipment. Ralph E. Solomon, chairman of the division, reported that there is a trend in many parts of the country to use two or more wall heaters or floor furnaces to permit heating of certain areas, without warming areas not in use.

Steady progress is also being made by domestic gas incinerators, reported Frederick H. Martin, division chairman. He said that expansion in this field can be judged by the fact that there were only three manufacturers of A. G. A.-approved gas incinerators in 1948, and 39 at present. He predicted substantial gains for next year.

Reporting on hotel, restaurant, and commercial gas equipment, Wendell M. Smock, division chairman, said that sales for the first six months of this year had increased six per cent over the same period last year. He pointed out that gas equipment almost completely dominates the commercial and institutional cooking field, with more than 95 per cent of the 65 million meals served daily in public eating places being cooked with gas.

Divisional elections

The new division chairmen, vice-chairmen and executive committee members were announced as follows:

Domestic gas range division: chairman, Wendell C. Davis, president, Cribben & Sexton Co., Chicago; vice-chairman, Cecil M. Dunn, president, Magic Chef Inc., St. Louis, Missouri.

Gas appliance regulator division: chairman, Walter Lee, Major Controls Co., Corona, Calif.; vice-chairman, Wayne Schutmaat, Penn Controls Inc., Goshen, Ind.; executive committee member, Frank Kern Jr., president, Maxitrol Co., Detroit.

Gas meter and regulator division: chairman, Earl B. Cutter, American Meter Co., Erie, Pa.; vice-chairman, Thomas J. Watt, Sprague Meter Co., Bridgeport, Conn.; executive committee member, Gilbert T. Bowman, products manager, Rockwell Manufacturing Co., Pittsburgh.

Automatic controls division: chairman, Karl Schick, gas division sales manager, Minneapolis-Honeywell Regulator Co., Minneapolis; vice-chairman, Ed Maire, vice-president, Penn Controls Inc., Goshen, Ind.; executive committee members, Frank Post, Robertshaw-Fulton Controls Co., Greensburg, Pa., F. G. McCloskey, Crise Controls division, Aero Manufacturing Co., Columbus, Ohio, and D. J. Wood, Titan Valve Manufacturing Co., Cleveland.

Gas boiler division: chairman, N. E. Westphal, Weil-McLain Co., Michigan City, Ind.; vice-chairman, F. J. Nunlist, vice-president, Mueller Climatrol division, Worthington Corp., Milwaukee; executive committee member, L. N. Hunter, vice-president, National Radiator Co., Johnstown, Pennsylvania.

Gas wall and floor furnace division: chairman, Paul Hammond, Holly Manufacturing Co., Pasadena, Calif.; vice-chairman, Harley B. Weatherly, Chattanooga Royal Co., Chattanooga, Tenn.

Gas furnace division: chairman, Frank Meyer, president, Meyer Furnace Co., Peoria, Ill.; vice-chairman, E. A. Jones, director of engineering, Century Engineering Corp., Cedar Rapids, Iowa; executive committee member, G. W. Denges, vice-president, Williamson Heater Co., Cincinnati.

Gas incinerator division: chairman, Frederick H. Martin, vice-president, Martin Stamping & Stove Co., Huntsville, Ala.; vice-chairman, Don Winegardner, assistant sales manager, The Majestic Co., Huntington, Ind.; executive committee member, Robert D. Smith, secretary-treasurer, Incinerator Products Co., Detroit.

Unit heater and duct furnace division: chairman, David R. Webster, president, Reznor Manufacturing Co., Mercer, Pa; vice-chairman, Thomas B. Bromley, vice-president, Peerless Manufacturing Corp., Louisville, Ky.; executive committee member, James C. Patterson, manager, Carrier Corp., Syracuse, New York.

Vent pipe division: chairman, L. P. Brown, executive vice-president, Van-Packer Corp., Bettendorf, Iowa; vice-chairman, Chester Blome, Metalbestos division, William Wallace Co., Belmont, Calif.; executive committee member, B. A. Johnson.

Direct heating division: chairman, Robert H. Norris, executive vice-president, Dearborn Stove Co., Dallas, Texas; vice chairman, Luke O. Morin, Jr., vice-president and general manager, Chattanooga Royal Co., Chattanooga, Tenn.; executive committee members, Thomas D. Bromley, vice-president, Peerless Manufacturing Co., Louisville, Ky., George H. McFadden, president, Ohio Foundry & Manufacturing Co., Steubenville, Ohio, and Frederick H. Martin, vice-president, Martin Stamping & Stove Co., Huntsville, Ala.

Gas clothes dryer division: chairman, Norman Millard, Crosley-Bendix Home Appliance division, Avco Manufacturing Corp., Cincinnati; vice-chairman, Frank Grimes, Whirlpool-Seeger Corp., St. Joseph, Mich.; executive committee members, Norman Millard and C. H. Rippe of Hamilton Manufacturing Co., Two Rivers, Wisconsin.

For a VERY old debt!

RECEIVING PAYMENTS in the mail for overdue service bills isn't too uncommon for Joseph F. Mulcahy, credit manager for The Connecticut Light and Power Co., Waterbury. However, he'll probably remember for a long time the one he just recently received. It bore the postmark Lawrence, Kansas, and contained a five dollar bill wrapped in a slip of paper. Three words were written there—"an old debt". The unusual thing about it, however, was that the envelope was addressed to the Waterbury Gas Light Company which was merged into CL&P in 1931.

Nationwide survey of 124 large representative utilities reveals varied accounting procedures under 1954 Revenue Code

Accelerated depreciation—pro and con

By RICHARD A. ROSAN

Attorney, Columbia Gas System
New York, N. Y.

Excerpts from an address presented at the luncheon meeting of the Accounting Section at the A. G. A.—PCGA Convention, Oct. 18. The complete report may be obtained from Headquarters.

Through the good offices of the American Gas Association, we at Columbia undertook a survey by questionnaire on the use of so-called Accelerated Depreciation under the 1954 Revenue Code.

Fifty-four of the 124 companies questioned have decided to use Accelerated Depreciation under the 1954 Revenue Code; 33 have decided against it; and 37 have indicated that they were undecided. Of the 37 that were undecided, 20 lean toward using some form of accelerated depreciation. Only four of the remaining 17 expressed a positive inclination against adopting accelerated depreciation.

The primary reason why companies have decided to adopt a form of accelerated depreciation is that it generates cash and thereby reduces new money financing requirements.

The primary reasons for not adopting accelerated depreciation were: First, plant additions for 1954 and subsequent years are minor and, accordingly, there would be no substantial advantage in adopting accelerated depreciation. Second, the use of accelerated depreciation would present difficult plant accounting problems and the cost of this would be out of line with the benefits to the particular company. Third, a feeling on the part of some companies that there may be some indecision by Congress concerning the wisdom of the law and the possibility that it might be repealed.

A detailed reply received from one company indicated three specific reasons for the decision not to use accelerated depreciation. The first reason was that on the basis of their analysis of economic trends, lower tax rates could not be expected in the future. However, in the event of a future international emergency, there is the possibility that the present time may be a "base period" for establishing normal earnings as a measure for future excess profits taxes. Thus, lower taxable income at this time might be "ruinous."

The second reason was that different rates of depreciation would have to be used for property constructed prior to Dec. 31, 1953 and property constructed after Jan. 1, 1954. Since under the composite rate for depreciation, it logically follows that older plant would have a lower rate and new plant a somewhat higher rate, there would be difficulties in determining depreciation accrual rates.

Finally, the company had been advised by an important staff member of a regulatory commission that he thought the company should take accelerated depreciation, but that he would do all in his power to pass the tax saving on to the customers. For these reasons the company had decided that it was taking too much of a risk to adopt acceleration depreciation.

Undoubtedly, some of these same reasons are also present in the minds of those who are undecided. In addition, some of those who are undecided have determined to await the regulations by the Treasury Department. Such regulations may have a decided effect upon the amount of accounting detail the use

Hold seminar

● Representatives of the gas and electric industries will meet in Philadelphia Nov. 28-30 for the 1955 A. G. A.-EEI Electronics Seminar. In line with the major theme, "The Medium-Sized Computer in the Medium-Sized Utility," the group will visit plants of Burroughs Corporation and Remington Rand Univac Laboratories. Discussion groups, to be led by industry representatives engaged on work in these areas, will center on the medium-sized and large-sized computer. A summary of the current status of electronic data processing equipment will follow. Individual presentations will be made by: Burroughs Corp.; International Business Machines; Remington Rand Corp.; Electrodata; Underwood Corp.; Logistics Research; and Radio Corporation of America.

of accelerated depreciation would require.

Finally, many companies are undecided by reason of the uncertainty of the treatment accorded by regulatory bodies.

With the companies indicating a decision to adopt accelerated depreciation, the declining balance method of computation was the most popular with 41 companies; the sum of the year's digits method with 12; and one company was undecided. Three companies which were undecided as to whether they would use accelerated depreciation indicated a preference to the declining balance method. This would indicate a rather overwhelming preference for the declining balance method.

The primary reasons given for adopting the declining balance method were: First, the method permits more flexible treatment and the option of reverting back to straight line depreciation at any time. Second, several companies replied that in the absence of regulations by the Treasury Department, it was their evaluation that the sum of the year's digits method would not apply to mass accounts. Third, the declining balance method does not require an estimate of salvage. Fourth, some companies suggested that the declining balance method avoids the unsatisfactory situation which would develop under the sum of the year's digits when the digits are exhausted but the property is not fully depreciated.

The companies that elected to use the sum of the year's digits method gave the following primary reason: greater depreciation in the early years of the asset, with the result of greater temporary cash savings available for new plant additions.

The next essential fact disclosed by the survey is that none of the companies adopting accelerated depreciation would record any additional depreciation expense on their books. The primary reasons given for this decision were:

First, to record additional depreciation expense would "jeopardize" net plant investment. In other words, it would tend to reduce a net original cost rate base. Second, the recording of additional depreciation expense would, in fact, lead to the logical conclusion that the additional depreciation was a rate base item. Third, several regulatory bodies have issued orders not to record additional depreciation expense.

Fourth and a most forceful reason—namely, to record the additional depreciation expense would nullify the stated intent of Congress to encourage investment in new facility. This last reason is valid for regulated industry. It may be that an unregulated industry might feel justified in recording higher depreciation expense.

Another very interesting statistic is how to record the tax deferral resulting from the use of accelerated depreciation. Twenty-six companies answered that they would record the tax deferral in a tax reserve account; seven companies indicated that they were going to record it as part of restricted surplus; 18 companies indicated that they were going to treat it in some other manner, and three companies were undecided.

Some of the reasons given by those who were setting up a reserve account were: First, this method was provided for in an order issued by a regulatory commission. Second, the amount is a deferred liability and is not a part of surplus restricted or otherwise. Third, that there was no reason for treating this any differently than emergency accelerated amortization had been treated.

The primary reasons for recording the tax deferral in restricted surplus were two: First, the possibility that if the deferral were set up in a reserve account it would be applied against cash requirements for rate case purposes. The second reason was that the tax deferral was considered as a part of capital, since funds were provided for construction from an external source.

The companies that reported that they were going to use some other method generally did not describe the method.

That, generally, represents the results of the survey we have undertaken. I think it is fair to state that sooner or later a majority of utilities will adopt some form of accelerated depreciation providing:

First, there is no strong indication that in the immediate future this feature of the 1954 Revenue Code is to be repealed or unfavorably amended; second, the companies' forecasts of future plant additions, as well as 1954 and 1955 additions, are sufficient to justify adoption of accelerated depreciation; third, the regulations of the Treasury Department are not so arduous as to present costly record keeping procedures; fourth, and probably most important, there is no unfavorable action with respect to this matter by the various regulatory bodies.

East Ohio cooperates in program to modernize Cleveland

THE EAST OHIO GAS Company was a strong participant in the recent "Operation Demonstrate," a cooperative activity to promote rehabilitation and remodeling of Cleveland homes with the hope of setting an example for cities all over the country.

W. G. Rogers, president of the utility, served as a member of the advisory committee which directed the program, and the utility offered TV time during the event to help Clevelanders with their home modernization problems.

The citywide slum clearance program, conducted by ACTION (American Council to Improve Our Neighborhood), had as its major project the remodeling of 12 existing homes in the city. Two of the homes, one all-gas, were moved to the center of Cleveland, and remodeled in time for showing during the National Retail Lumbermen's Dealers Association convention. Incidentally, a New Freedom Gas Kitchen with gas range, gas refrigerator, and Mutschler cabinets was exhibited at this convention by the American Gas Association.

The entire program received nationwide publicity. *Parents* magazine, among others, is devoting an article to the remodeling of the all-gas homes. The NBC "Home Show," which is co-sponsored by Caloric, originated from Cleveland during the NRLDA convention.

Nine companies displayed industrial gas equipment in A.G.A. combined exhibit at 37th National Metal Exposition

Metal show sees gas exhibits

The 37th National Metal Exposition, held in the Philadelphia Convention Halls the week of Oct. 17, was again the scene of the giant Combined Industrial Gas Exhibit sponsored by the Industrial and Commercial Gas Section, American Gas Association. Here, nine cooperating exhibitors showed their industrial gas equipment to thousands of visitors. In the gas area, which covered nearly 3,500 square feet, firms exhibited as follows.

American Gas Furnace Co., Elizabeth, N. J., showed a continuous-production controlled-atmosphere reciprocating furnace with automatic quenching tank which discharged into an automatic washing machine and tempering furnace of a neighboring exhibitor. Air-gas burner equipment and a silver soldering demonstration were also a part of this exhibit.

Continental Industrial Engineers, Inc., Chicago, had a lounge area with an illustrated backwall showing many of their larger plant installations of gas equipment. Gas Appliance Service, Inc., Chicago, had a live demonstration of an automatic bar end heating unit, a small brazing unit, an air heater and a gas-air mixing machine.

Photo depicts crowds gathered at one segment of 3,500 square foot Combined Industrial Gas Exhibit of 37th National Metal Exposition in Philadelphia. Nine companies cooperated in this display

Silicon carbide tubes and rollers for radiant tube furnace applications were featured in the Gas Machinery Co., Cleveland, exhibit. Illustrations of plant applications of their gas equipment were on display.

With two "Buzzer" heat treating furnaces at top heats of 2,000F and 2,400F, the Charles A. Hones, Inc., exhibit attracted much attention. Also shown in their booth were industrial gas burners, metal melting and soldering furnaces.

The C. M. Kemp Mfg. Co., Baltimore, had a live exhibit showing their industrial gas burners, air-gas mixing equipment, flame arrestors. Atmosphere gas producers, inert gas producers and nitrogen generating equipment formed another section of the exhibit.

Returning to the A. G. A. Combined Exhibit after some years, The Lithium Co., Newark, N. J., had an attractive lounge in which their product and its application for heat treating operations was shown. The various advantages of lithium atmospheres were graphically displayed on the backwall. The heat treating furnace discharged its work into equipment of Metalwash Machinery Corp., Elizabeth, New Jersey. This machine is designed to work in conjunction with heat treating and quenching equipment. It then washes off the quenching oil and conveys the work through a gas-fired tempering furnace.

A. M. Stock (l.) presented GAMA Distinguished Service Award posthumously to A. W. Machlin, founder of American Gas Furnace Co., whose president, P. C. Osterman (r.), accepted the citation

One of the larger exhibitors under the Blue Flame banner was Selas Corporation of America, Philadelphia, which demonstrated a packaged brazing machine and a variety of radiant burners. Shown in the illuminated background were a continuous steel strip annealing furnace, fast heating for large steel sections, continuous aluminum melting furnace, other automatic heat treating equipment and an automatic forging machine. On two afternoons during Metal Show Week the corporation ran a plant inspection tour. Many customers, prospects and industrial gas engineers took advantage of this invitation and were shown much industrial gas equipment in various stages of production and some ready for shipment.

During the entire week the A. G. A. lounge was a meeting place for industrial gas men from many points throughout the country. For those visitors to the show who desired information regarding industrial gas service, representatives of the Philadelphia Electric Company and the Philadelphia Gas Works division, UGI, were on duty during the show. Representatives of Philadelphia Electric were: C. S. Casey; R. A. Gregory; H. P. Holtz; G. R. Lobs, Jr.; H. H. Loomis; W. B. Morlok; J. E. Pittenger; F. A. Pyecroft; H. H. Roth; C. H. Sawyer, Jr.; W. S. Sims; and B. F. Street, Jr. From P.G.W.: John Familetti; Joseph Galyo; John Lyons; Carl Metzradt; Jack Mohr; Paul Schock; E. L. Snow; and Thomas Watson.

During Metal Show Week meetings were held by the Industrial Processing Committee and its four subcommittees and the Metals Committee with its two subcommittees.

The traditional Industrial Gas Breakfast was held in the Penn-Sherwood Hotel on Oct. 19 with about 100 industrial gas men, manufacturers of industrial gas equipment and representatives of publications in the metalworking field attending this annual affair. An added feature was the presentation of the GAMA Distinguished Service Award. The award was presented posthumously to Adolph Wilhelm Machlet, founder of the American Gas Furnace Co., Elizabeth, New Jersey. The award was accepted by P. C. Osterman, president of the company.

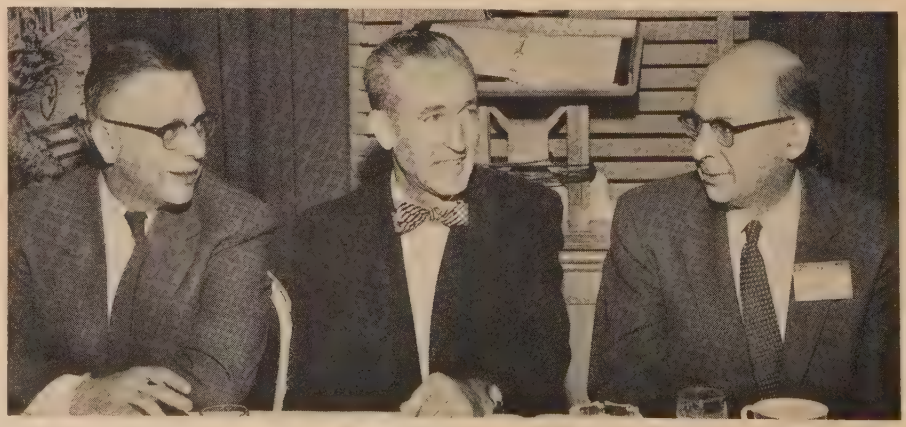
The citation, presented by Alvin M. Stock, chairman of the GAMA Award Committee, stated that the winner was the creator of the "Machlet System" of gas combustion in which air under pressure entrains the requisite volume of gas—the opposite of Bunsen's system in which gas entrains air. Mr. Machlet has been the recipient of many other awards among which were the Edward Longstreth Medal of the Franklin Institute of Philadelphia; the Modern Pioneer Award of the National Association of Manufacturers; and the Trinks Industrial Heating Award.

He had some 60 patents that have furthered progress and development in the metallurgical field. One of his basic patents is the nitriding process. Others include a gas carburizing process and the carbonia process. One of his later developments was the bell-type muffle furnace for carburizing, nitriding, ni-carbing, clean hardening and bright annealing.

Each year the American Society for Metals delegates one of its officers to bring greetings to the breakfast guests. This year, Walter Crafts, a trustee of ASM and associate director of research, Metals Research Laboratories, Electro-Metallurgical Co., Niagara Falls, N. Y., gave a few words of greeting and pointed out to the assembled guests the contribution the gas industry has made to metallurgy.

The speaker of the morning was Charles E. McClurg, assistant division superintendent of maintenance and utilities, United States Steel Corp., Fairless Works. He first gave a few statistics on the construction of the new Fairless steel plant near Philadelphia, such as that 10 million cubic yards of fill were needed to level off the site and 800,000 cubic yards of concrete reinforced with 45,000 tons of steel rods were used for building construction. In addition, 250,000 tons of steel were required for facilities out in the open and another 175,000 tons for the 175 acres of buildings.

Mr. McClurg gave an elementary lesson in steelmaking then spoke specifically on the uses of gaseous fuel throughout the plant. He said that three gases are used: blast furnace gas, coke oven gas, and natural gas. These three are used individually in many instances, but when heat demands reach a certain level, all three gases are mixed and used together. Sometimes it is necessary to augment these three gases with fuel oil. Some of the plant operations are designed for gaseous fuels solely, such as the soaking pits, continuous annealing furnaces, tin pots and HNX gas machines.



Seated at Industrial Gas Breakfast speakers' table are (l. to r.): C. E. McClurg, U. S. Steel; Metals Committee Chairman C. L. Gillum, Dayton Power & Light; Walter Crafts, Electro-Metallurgical Co.

Gas industry in action

By J. THEODORE WOLFE

Chairman, Gas Industry Development Committee
Executive Vice-president
Baltimore Gas & Electric Company

The Gas Industry Development—or Giddyap—Program was really born three years ago last May during an executive conference at Yosemite. There, it was brought to the attention of the directors of A. G. A. that certain elements of the gas industry, notably the manufacturers of gas ranges and refrigerators, were worried.

This was a shock. How could anyone in the gas industry be worried when the industry's sales of gas and its revenues had doubled in the decade from 1940 to 1950?

While gas sales and revenues had been booming, the boom was in large volume, low rate, industrial sales, and in the larger volume domestic uses where in many cases, a price differential in favor of gas was the controlling factor in determining its use. For other uses, where price was less important than performance or fashion, gas had been losing ground.

The recommended cure—a set of proposals labeled "Action Program for Gas Industry Development"—was approved by the boards of A. G. A. and GAMA and presented to chief executives and others in the industry during the early spring of 1953. There were 15 basic proposals and several collateral recommendations, each covering a specific area in which gas utility companies were urged to take action. Similar proposals were urged upon the appliance manufacturers.

The broad objectives which they sought to accomplish were:

1) A rapid and marked upgrading of domestic and commercial gas appliances in order to meet and overcome the challenge of greatly improved competitive appliances.

2) A substantial increase in the level of promotional activities and expenditures by gas utility companies and appliance manufacturers alike.

J. Theodore Wolfe, director of A. G. A., has been chairman of Giddyap Program for over two years

3) A reorientation of promotional emphasis by gas utility companies towards higher quality domestic and commercial appliances.

4) Improved installation and service policies to insure customer satisfaction with gas appliances.

5) A greater degree of continuing cooperation on the part of the various trade associations representing the industry, as well as individual utility companies and appliance manufacturers.

The board of directors of A. G. A. appointed a Gas Industry Development Committee, charging it with the responsibility of marshalling the industry's strength without violating the existing organizational structure of the Association. As ultimately constituted, the committee was to consist of ten top level gas utility executives and two appliance manufacturers, a total of 12, of whom seven are members of the board of directors, including the president and the two vice-presidents of the Association.

To assist in coordinating the efforts of various groups and organizations in the industry, the committee has nine advisory members: the chairmen of the General Research Planning and General Promotional Planning Committees and of the Residential, Industrial and Commercial, and Operating Sections of A. G. A., and the managing directors of GAMA and of the three big regional gas associations—Pacific, Southern, and New England.

We are making headway towards the accomplishment of most of our objectives. Suppose we tick them off, one by one, and see what's going on.

Objective 1: *Upgrading of appliances.* Do I have to tell any of you residential salesmen that the 1955 gas ranges on your sales floors are vastly improved over anything you ever had to sell before? That the new ignition systems, utilizing the hypodermic needle pilot on each top burner and the mini-pilot in oven and broiler, give the gas industry for the first time a fully automatic cooking appliance that is both cool and less costly than any comparable appliance? That in style as well as performance you now have an appliance of which you can properly brag, even though the 1956 models are going to be much better?

In some measure you may credit these improved gas ranges, or at least the ra-

Condensed version of a paper by J. Theodore Wolfe, presented at the Residential Section meeting during the 1955 A. G. A.-PCGA Convention. Earl H. Eacker, Boston Gas Co., delivered the paper for Mr. Wolfe, who was ill.

pidity with which they appeared on your sales floors, to the Action Program. There will be more of this to follow—more improvements in the gas range, improvements in the gas incinerator, and so on—as the Laboratories complete other PAR-financed research projects. We are all hoping for something big on air conditioning, towards which $300,000 of PAR research funds are being devoted this year.

Another specific proposal in the Action Program was to the effect that automatic ignition of all burners on a gas range should be made a requirement for the A. G. A. Seal of Approval at the earliest possible date. After January 1, 1956, the Laboratories will not issue any new approvals for ranges which do not have fully automatic ignition, and prior approvals which are still outstanding will be good only until January 1, 1957.

I would not have you think that the GID Committee, or the PAR Committee, or the various other committees of A. G. A., working together as they are in the Action Program, are solely responsible for the efforts that are being made to provide the gas industry with appliances that will hold and develop the residential load. Many of the appliance and equipment manufacturers have expanded their efforts at research and product design. In these developments, the GID Committee serves only as booster, advisor, and solicitor of industry support.

Objective 2: *Increased promotional activities and expenditures by utility companies and appliance manufacturers.* In many specific instances, there have been most gratifying developments although, for the industry as a whole, there is a long way to go before this objective will have been accomplished.

Two years ago, each of ten utility companies agreed to use one of the communities it served as an Action Demonstration City. Most of these companies were recognized as outstanding in their sales and promotional efforts. They could well have claimed that they were already living up to the Action Program in all of its facets. But still they agreed to do more in their Demonstration Cities to prove the wisdom or unwisdom of even greater efforts and even larger expenditures.

They started with market surveys, which were quite revealing in the consistency with which they pointed to the need for greater effort. They "pulled all the stops" in their demonstration programs. And the results they have obtained can best be judged by the simple fact that all ten companies have decided that, regardless of what anyone else does or what they themselves are asked to do, they will continue these programs and extend many of their features throughout their systems.

We plan to hold some regional meetings early next year for top executives and sales managers at which, among other things, the programs put on and the results obtained in the Ten Cities will be highlighted.

There is one thing about the Ten City Program that worries me. That is the tendency of some people to think that the Action Program is the sole responsibility of ten utility companies. It is the responsibility of every company. And far more than ten have recognized it by expanding or revitalizing their sales and promotional programs. Not until the industry as a whole has done so, however, will Objective 2 have been accomplished.

Objective 3: *Reorientation of promotional emphasis toward higher quality appliances.* In the main, the gas industry has been a price conscious industry. The consequences of this attitude were quite apparent.

Manufacturers who tried to make quality appliances were having tough sledding while those who made cheap merchandise were feeling no pain.

Appliances of inferior quality were going into new homes built on a speculative basis, giving the public an alarmingly bad impression of the comparative merits of gas and electric appliances.

Manufacturers were simply unable to get enough for their appliances to permit any sizeable expenditures on their part for research and promotion.

One of the prime objectives of the Action Program is to overcome the industry's excessive price consciousness by encouraging the promotion of quality appliances. As far as possible, we are forcing this through the development of new and more exacting requirements for the approval of appliances by the A. G. A. Laboratories.

But there is a limit to how far this approach can take us, since the approval requirements are primarily related to safety alone. Gas utility companies must take the lead in promoting quality and must give their full support to the manufacturers of quality appliances.

At the request of the GID Committee, the Residential Section prepared a booklet entitled "Desirable Features of Gas Ranges," which was intended to serve as a guide to promotional policy. Efforts are now being made by a committee of your Section, in cooperation with the manufacturers, to come up with a similar guide to the promotion of gas water heaters. From time to time, still other guides will be developed.

It is a slow and sometimes painful process to overcome a deep-rooted price consciousness and we are a long way

(Continued on page 46)

Chart varied activities of Association

Many convention-goers took the opportunity to glance at the visual displays illustrating the activities of the American Gas Association. Displays were situated in ballroom of Los Angeles' Ambassador Hotel

Industry news

Magazine names best reports

THE NATIONAL weekly magazine, *Financial World*, has announced winners in its fifteenth annual survey of annual reports. A total of 5,000 reports for 1954 were considered in this international competition, and 1,895 qualified for the final screenings. These were judged in 100 industrial classifications for bronze trophies. Gas and transmission companies who placed among the top three in their group, in order, are as follows.

Large gas companies: Lone Star Gas Co., Dallas, Texas; Consolidated Natural Gas Co., New York, N. Y.; National Fuel Gas Co., New York, New York.

Small gas companies: Seattle Gas Co., Seattle, Wash.; Minneapolis Gas Co., Minneapolis, Minn.; Pioneer Natural Gas Co., Amarillo, Texas.

Pipelines: Transcontinental Gas Pipe Line Corp., Houston, Texas; Southern Natural Gas Co., Birmingham, Ala.; Tennessee Gas Transmission Co., Houston, Texas.

Brooklyn Union crusades to replace side-arm water heaters

EXCELLENT initial response has been given by the press and city officials to Brooklyn Union Gas Company's plan to remove hazardous side-arm heaters from apartments in the utility's Brooklyn-Queens (N. Y.) territory.

Seeking to avoid a repetition of last year's tragic series of cold-water flat accidents, the utility has launched a program to replace side-arm water heaters with new 20-gallon automatic water heaters, equipped with safety devices, at a very low cost, including installation, venting, and a 10 year warranty. This offer is being made as a service, at no profit to Brooklyn Union.

The water heaters will be installed by licensed plumbers according to Brooklyn Union's specifications, and as is its regular policy, the utility will make a final inspection of the installation and offer free adjustment service at the request of either tenant or landlord.

In conjunction with this service, the utility will send letters to landlords and property owners explaining this offer. Company personnel will speak before property owners' associations, urging the replacement of outdated equipment.

The utility is distributing an illustrated folder in both English and Spanish (most victims of accidents incurred by side-arm heaters were Spanish-speaking people), to about 125,000 cold-water flats in its territory. A similar folder, emphasizing the care and use of gas appliances will be distributed through schools. In addition the utility is advertising, in Spanish, on Spanish-language radio and television programs.

A city ordinance proposed by Councilman Sharkey last year makes it unlawful to have unvented water heaters in any room or space within a multiple dwelling of three or more families.

Texas Eastern enters contract for natural gas from Pemex

A CONTRACT between Petroleos Mexicanos (Pemex) and Texas Eastern Transmission Corp., Shreveport, La., has been signed providing for the sale by Pemex of an initial quantity of 100 million cubic feet of natural gas a day to Texas Eastern over a period of 20 years from the first delivery.

Negotiations resulting in this contract have been taking place since March, 1953. The contract was signed by Antonio J. Bermudez, director general, Petroleos Mexicanos, and Mills Cox, vice-president, Texas Eastern Transmission Corporation. At the outset Pemex will receive according to the contract an annual income of approximately $5 million.

It is anticipated that the original daily contract quantities will be 100 million cubic feet a day, and Pemex is obligated, subject to certain conditions, to offer to Texas Eastern up to another 100 million cubic feet of gas a day as additional reserves are discovered by Pemex.

The contract, approved by the Mexican Secretary of Economy, specifies that Texas Eastern must make a timely application to the Federal Power Commission for a certificate for the facilities necessary to receive delivery of the gas from Pemex at the Rio Grande River, the international border. Texas Eastern proposes to file the application relating to this contract at the earliest possible date.

Consolidated Edison launches new service training centers

LATEST DEVELOPMENTS in the operation and servicing of domestic gas appliances are now being taught to the men who install and service such equipment in the New York metropolitan area at Consolidated Edison Company's new gas service training centers in the Bronx, N. Y., and White Plains, N. Y., both of which opened last month. A third school will be opened soon in Queens.

These schools will formalize what has been a continuing educational program sponsored by the company—demonstration of gas installation and servicing techniques to personnel of local appliance distributors, plumber dealers, and gas appliance servicing agencies. Although the Con Edison staff does not perform this sort of work for customers, the company has actively contributed to the training of personnel employed by the various agencies licensed and authorized to do these jobs.

Facilities of the Kingsbridge (Bronx) center, available to appliance manufacturers and distributors for training or promotional purposes, include a large reference library and a variety of actual equipment. Demonstration equipment includes househeating equipment, water heaters, ranges, space heaters, unit heaters, washers and dryers in a number of different sizes and models, and mock-ups of gas and electric metering equipment.

Con Edison instructor explains features of one of nine gas househeating conversion units used for demonstration and training. Scene is Con Edison's new Kingsbridge service training center, Bronx, N. Y.

The centers are operated and staffed by the promotional services bureau of the company's sales department. Classes will be geared to groups of 20, although facilities permit demonstration programs or training sessions by manufacturers or dealers for as many as 80 persons at a time.

Place gas sign at busy Pittsburgh corner

The three Pittsburgh gas companies are joint sponsors of huge new lighted sign at city's busiest intersection, where an estimated 130,000 persons pass daily. Gas refrigerator replica, 14 feet high, opens and closes at night. L. to r.: George Coulter, Manufacturers Light & Heat; Raymond Lubar, Servel; W. W. Selzer, Columbia Gas System; Luis Yoohum, Manufacturers Light & Heat; John Tannehill, Servel

Divisions meet

THE GAS, electric, and technical divisions of the Wisconsin Utilities Association held a three-day meeting in Milwaukee, Oct. 12-14, with a registered attendance of over 600. The divisions held two joint sessions, at which Emeritus Cyril M. Jansky and retired Dean Fayette H. Elwell, both of the University of Wisconsin School of Commerce, were awarded the association's citation of merit.

The new officers of the four sections (which supersede the former three divisions under the association's revised organization) were appointed by the Managing Committee. Deane W. True, chief engineer, Milwaukee Gas Light Co., was appointed chairman of the gas operating section; L. H. Schuetz, vice-president and general manager, Wisconsin Southern Gas Co., was appointed vice-chairman. E. P. Mink, sales vice-president, Wisconsin Southern Gas Co., was appointed chairman of the gas sales section; B. C. Moore, sales manager, Madison Gas and Electric Co., was appointed vice-chairman.

Panel discussions were held on record keeping at the operating level and on service—cost, training requirements, and relationship to management.

Southern Jersey Gas opens new hospitality house to public

A SPECIAL "family night" for employees launched the grand opening festivities of Southern Jersey Gas Company's newly constructed Hospitality House in Atlantic City. Members of the working "family" of all divisions of the utility attended.

The following afternoon, approximately 150 civic leaders were invited to inspect the house prior to the public showing. Mayor Joseph Altman attended, and cut the ribbon at the event. The doors were opened for an open house during the rest of the week.

The Hospitality House, available for club meetings, contains a large auditorium which can accommodate 100 persons, a lounge with Colonial fireplace, and a modern all-gas kitchen. The "dream kitchen" in turquoise, copper, and pale brick and wood, contains Caloric built-in oven and counter-top cooking units, Bendix duomatic washer-dryer, and Servel ice-maker refrigerator.

Ohio Fuel Gas develops Zane underground storage area

DEVELOPMENT of The Ohio Fuel Gas Company's eighth underground storage area for natural gas was announced by W. E. Ferguson, vice-president in charge of production. The new area is called the Zane underground storage area and consists of a single well into a storage pool east of Zanesville. The storage pool is a natural reservoir, thousands of feet underground, which formerly contained native gas. It will store up to 80 million cubic feet of gas, enough to supply an average home for more than 400 years, Mr. Ferguson said.

The Zane storage project cost $67,000. This includes construction of a compressor station, piping, measuring equipment installation.

Ohio Fuel has invested more than $37 million in its underground storage facilities to make enough gas available to meet demands the year-round, Mr. Ferguson said. By Nov. 1 the eight Ohio Fuel storage areas will contain an estimated 148 billion cubic feet.

Ontario utilities set Old Stove Round-Up goal at 1,200

UNION GAS COMPANY of Canada, Ltd., and City Gas Company of London, in cooperation with range manufacturers and distributors, have sponsored an Old Stove Round-Up for the second consecutive year. The sales campaign, conducted in support of all appliance dealers and their sales staffs who operate in the companies' urban and rural areas, ran from Sept. 26 to Nov. 12. The goal was to sell a minimum of 1,206 ranges.

Union Gas and City Gas serve 73 cities, towns, villages and townships in the area from Windsor to London and from Lake Erie to Sarnia in Ontario. To achieve the minimum goal, quotas were set for each district.

As part of the Old Stove Round-Up promotion, a seven-week series of advertisements appeared in the four daily and 18 weekly newspapers in the area, and some 23 outdoor posters appeared in Windsor, London, Chatham and Sarnia. Also a Western-style buckboard, loaded with old stoves and bearing an appropriately dressed driver and large signs directing attention to the Round-Up traveled through the streets of each city.

The gas companies exhibited in several local fairs; gas cooking demonstrations were conducted in many of the principal municipalities; and all company showrooms and display windows featured colorful, interest-arousing gas range displays.

As in last year's campaign, silver dollars were once again presented to each dealer salesman by the gas companies for each new range sold during the campaign. A cash prize of $25 was paid to the dealer salesman in each company district who recorded the highest number of new gas range sales during the campaign. Second and third best sales records were rewarded with $15 and $10 cash prizes.

All old stoves turned in were appraised by a committee of manufacturers and gas company officials for selection of the oldest model. The customer who turned in the oldest range in each district was reimbursed for the new range purchased. At the conclusion of the campaign a draw was made from all gas range sales recorded with all the companies' offices and the winner was also reimbursed.

A cash prize of $25 was awarded the dealer in each company district who had the best gas range window display. Also, a scrap allowance of $10 was paid by the gas companies to each participating dealer for each old stove traded in during the campaign.

Gas companies provided special services for dealers and their customers. Home service department personnel aided dealers and their customers with gas cooking problems. Advertising and display departments were available to dealers and manufacturers at all times. Servicemen provided prompt and free adjustment of all gas ranges sold by the dealers.

Seattle starts construction for conversion to natural gas

A DIFFICULT river crossing provided a spectacular start on Seattle Gas Company's construction program for converting to natural gas. A 512 foot length of 12¾ inch main was installed under the West Waterway of the Duwamish River about three quarters of a mile upstream from Puget Sound.

The river crossing is part of nine miles of 12¾ inch and 16 inch gas main under construction in 1955 in preparation for receiving natural gas from Pacific Northwest Pipeline Corporation in 1956. An additional 21 miles of 12¾, 16 and 20 inch main will be constructed in 1956 for delivering natural gas into the city.

The project is situated within the industrial area of Seattle. The river is a commercial ship channel with docks, lumber mills and other industrial establishments on each side.

The 16 inch main completes a second supply line from the company's Lake Union gas manufacturing plant to its Georgetown compressor and storage plant. The line will be a principal feeder of natural gas into the city. In its fifth year of operation, estimates indicate, the line will be supplying about three billion Btu an hour for the city's needs.

The 12¾ inch lateral under the river reinforces the Company's West Seattle distribution system and will permit the supply of natural gas to several large industries. Construction in 1955 reinforces the industrial area distribution system so that several industrial concerns that in the past have been denied service can receive manufactured gas immediately.

Construction men approach the goal of completing a difficult river crossing, part of Seattle Gas Company's program for converting to natural gas. As the center of the section is lowered into place, the west end of the line moves up and over. Eventually it was fitted in to the trench shown in foreground

De Soto to co-sponsor Mrs. America homemaking contest

a PAR activity

DE SOTO division, Chrysler Corp., has joined the American Gas Association and *Better Living* magazine as a primary sponsor of the 1956 contest to select the nation's outstanding homemaker, announced Jack Delaney Associates, merchandising and franchise representatives for Mrs. America, Inc., which owns and conducts the Mrs. America homemaking contest.

De Soto has been designated the official and exclusive Mrs. America family car and will be used by her personally as well as in parades and motorcades held in connection with the local, state and national contests.

Gas companies are the official sponsors of local contests and De Soto dealers and *Better Living* super markets are expected to tie in with advertising, promotion and publicity support. Entry blanks will be available at De Soto dealer showrooms as well as at local gas utilities. The tie-in is expected to result in considerable traffic for dealer showrooms from the women who are so influential in the selection of the family automobile. As a further attraction for these women, it is expected that there will be a mutual exchange of window displays and promotional material between De Soto dealers and gas companies.

Better Living magazine, in which the first official entry application form is published, will furnish its super markets with four-color store posters, newspaper advertising mats and radio and television scripts for local impact.

The 1956 Mrs. America grand finals will be held in May at Ellinor Village, Daytona Beach, Fla., at which time De Soto will supervise an automotive safety clinic and also indoctrinate all contestants in highway courtesy.

Other sponsors of the Mrs. America homemaking promotion include: Gas Appliance Manufacturers Association; Servel, Inc.; John Wood Co.; American Kitchens division, AVCO Manufacturing Corp.; and the Aluminum Cooking Utensil Company of America, manufacturers of Wearever and Hallite cooking utensils.

A.G.A. announces new publications

LISTED BELOW are publications released during the past month, and up to closing time of this issue of the MONTHLY. Information in parentheses indicates the audiences at which each publication is aimed.

GENERAL MANAGEMENT

• **Gas and the Atom Blast** (for engineers, salesmen). By Guy Corfield, and available from the A. G. A. General Management Section for 25 cents.

• **Our Dynamic Economy—Western Style** (for financial departments and economists). By Jesse W. Tapp, and available from General Management Section for 25 cents.

• **Stemming the Tide of Paper Work** (for general management, accountants, corporate secretaries). By Emmett J. Leahy, and available from General Management Section for 25 cents.

A set of the foregoing three papers is available from A. G. A. for 50 cents.

HOME SERVICE

• **Home Service Sells Through Public Relations** (for utility public relations, home service, and sales departments). Sponsored by the Home Service Committee, and available from A. G. A. for 10 cents.

PAR

• **PAR Briefs—September and October 1955** (for gas company executives). Free of charge from Headquarters.

RESEARCH

• **Physical-Chemical Properties of Ethane-Nitrogen Mixtures—IGT Bulletin No. 26** (for engineers desiring low temperature phase equilibrium and thermodynamic data necessary for engineering design of hydrocarbon separation plants). By B. E. Eakin, R. T. Ellington, and D. C. Gami. Available from A. G. A. and IGT for $5.

STATISTICS

• **Monthly Bulletin of Utility Gas Sales—August 1955** (for gas companies, financial institutions). Available from A. G. A. Bureau of Statistics at no charge.

Highlights of cases before Federal Power Commission

Bureau of Statistics, American Gas Association

Certificate cases

● **Central Kentucky Natural Gas Company:** The company has filed an application with the FPC requesting authorization to construct 21 miles of line, a two-line 2,550 foot crossing of Licking River on the Cold Springs-Anderson Ferry line; a two-line 3,575 foot crossing of the Ohio River at Anderson Ferry and an installation of an additional 1,980 horsepower at the South Means, Ky., station. The estimated cost of this project is $2.5 million. Central Kentucky also plans to retire a portion of its Menifee Compressor station and to sell to Union Light, Heat & Power 10 miles of pipeline and portions of Central Kentucky's multiple crossing of the Licking and Ohio rivers. Cincinnati Gas & Electric plans to purchase Central Kentucky's facilities in Ohio connecting with the facilities Central would sell to Union. The price of the two sales is estimated at $521,000.

● **Montana-Dakota Utilities Company:** The company has applied to the FPC for authorization to construct approximately 42 miles of transmission main; two miles of branch transmission mains; two gas measurement stations; gas distribution systems to serve the towns of Epping, Ray, Springbrook and Wheelock, N. D.; and an emergency connection between the 42 mile line and an intrastate system now under construction. The cost of construction is estimated to be $1.4 million. It will enable the company to attach a new gas supply in the Tioga Beaver Lodge area to its interstate system and to take residue, or dump gas, which is now being flared, from a plant operated by Signal Oil and Gas Company in Williams county.

● **Northern Natural Gas Company:** The company has asked the FPC for authority to construct a total of 654 miles of pipeline and an additional 12,640 horsepower in compressor capacity on its natural gas transmission system to supply new and existing customers in Iowa, South Dakota, Minnesota and Wisconsin. The request was filed as a supplement to several applications which Northern has pending before the FPC. These applications were previously consolidated with Northern's proposal to import natural gas from Canada to supply its customers in the Midwest. However, during the course of hearings on these proceedings it became apparent that Northern could not obtain natural gas from Canada in the immediate future, and consequently the company proposed to build facilities to meet only part of the demand for gas on its system. This request was granted by the FPC in July of this year, when it authorized Northern to build facilities to increase its system capacity by 30.5 million cubic feet of gas a day, to a new total of 1.13 billion cubic feet a day.

The supplemental application which Northern has now filed provides for delivery of an additional 93.8 million cubic feet of gas a day, 4.4 million cubic feet of which is available from presently unallocated capacity. The proposed new facilities thus would increase the company's total system salable capacity to 1.22 billion cubic feet a day. The total estimated cost of the entire project is $32.0 million. The new construction will enable Northern to extend its system in Minnesota to the Duluth-Superior area, to serve a total of 25 cities and three industrial customers in Minnesota and Wisconsin. Northern also plans to extend service to the Aberdeen area in South Dakota. Twenty towns would be served by the new facilities. In addition Northern would construct branch lines from its present system for initial service to eight towns in Iowa and two in Minnesota.

● **Tennessee Gas Transmission Company:** The FPC has authorized Tennessee Gas to construct new pipeline facilities, estimated to cost $56.0 million, to increase the capacity of its transmission system by 107.6 million cubic feet of natural gas a day. Tennessee's project will increase its system average-day design capacity from 1.7 billion cubic feet to 1.8 billion cubic feet, and the peak-day design capacity from 2.1 billion cubic feet to 2.2 billion cubic feet. The new facilities will be used to supply gas to eight new wholesale customers, to increase sales to 22 existing customers, and to serve two towns and one company which had intervened in the proceedings for allocations of gas. Tennessee will build approximately 220 miles of 26 and 30 inch main line loops paralleling sections of its system in Kentucky and Ohio, with installation of 12,540 horsepower of additional compressor facilities scheduled. The company also will construct 376 miles of lines required to connect its new gas supplies, 355 miles of which will comprise an extension of its system into southeastern Louisiana.

● **Wilcox Trend Gathering System Inc.:** The company has filed an application with the FPC requesting authorization to construct a 16-mile line looping of Wilcox's present pipeline to Provident City, Texas, where the main line connects with facilities of Texas Eastern Transmission. Wilcox will also construct approximately six miles of line in the Jennie Bell and Gohlke Fields; install an additional 2,200 horsepower in the Thomoston (DeWitt county, Texas) station; a 75 horsepower station on the new line in the Gohlke Field; and a new compressor station with 2,000 horsepower at Charco (Goliad county, Texas). The total cost of the project is estimated at $2.9 million.

Rate cases

● **Cities Service Gas Company:** The FPC has received an application by Cities Service for permission to increase its wholesale natural gas rates $3.9 million annually. This represents a 9½ per cent annual increase based on sales for the 12 month period ended June 30, 1955. The increase would affect approximately 50 wholesale customers in Kansas, Missouri, Nebraska, Oklahoma and Texas. The $3.9 million increase would be in addition to another increase, previously suspended by the FPC, which Cities Service is now collecting subject to refund. The earlier proceeding involves an increase of about $12.6 million and the FPC, by order issued April 22, 1954, suspended all but $3.0 million of that amount. The FPC ruled that the $3.0 million was not subject to suspension under the Natural Gas Act since it was applicable to sales for resale for industrial use only. Cities Service, in support of its newly-proposed $3.9 million increase, said that "since the filing of the company's present rates in March, 1954, further increases in cost have been experienced so that its present rates are now insufficient to provide a fair return."

In other recent FPC actions, the commission exempted the West Ohio Gas Company and Associated Natural Gas Company from regulation under the Natural Gas Act pursuant to terms of the Henshaw Amendment. The FPC has now exempted fully or partially, a total of 77 companies.

Magic Chef announces acquisition of Dortch Stove Works

CECIL M. DUNN, president, Magic Chef, Inc., has announced the acquisition of operating assets, trade names, tools and facilities of Dortch Stove Works, Franklin, Tennessee.

This new Magic Chef acquisition has been set up as a new corporation, the Dortch Stove Works, Inc., and will operate independently of Magic Chef's St. Louis plant. Thomas F. Lance will continue as president and general manager of Dortch, and the corporation will serve and supply its present customers exactly as it has in the past.

During the past 10 months Magic Chef has sold its outmoded equipment and multiple-story plants and warehouses in Harvey, Ill., Indianapolis, Ind., and Lorain, Ohio. The sale of these properties laid the groundwork for acquisition of the modern, more productive facilities found in the Dortch plant.

"The excellent location of the Dortch factory, as well as its fine manufacturing layout, is extremely important to Magic Chef's plans for expansion," stated Mr. Dunn. "Geographical location is becoming more and more a factor in the highly competitive range business. The desirable location of the Franklin plant, plus its suitability for added capacity, will permit Magic Chef to obtain sales volume in certain areas of our industry we could not previously accommodate."

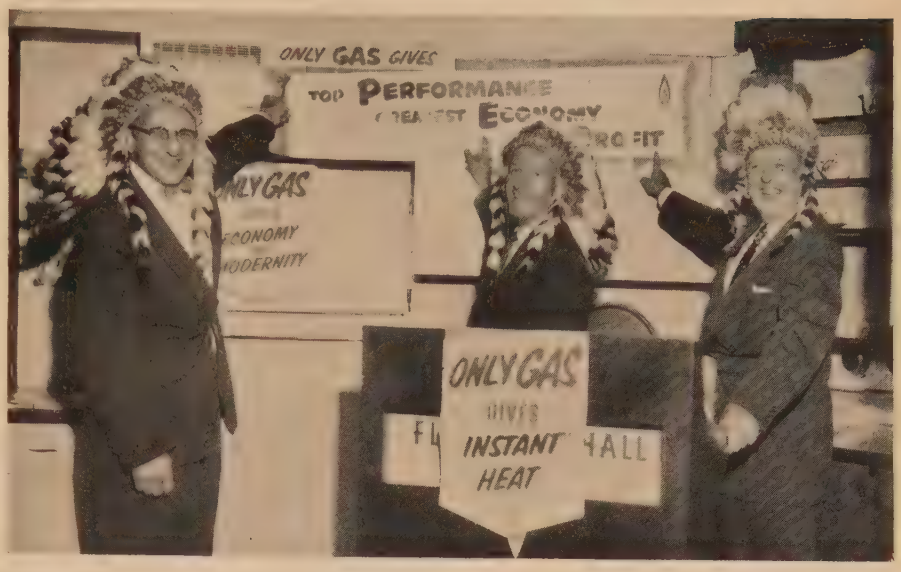
Greater Pittsburgh gas companies hold PEP kickoff dinner

WITH AN INDIAN motif, the natural gas companies serving the greater Pittsburgh area—Equitable Gas Co., Manufacturers Light & Heat Co., and Peoples Natural Gas Co.—whooped it up at their third annual kickoff dinner in conjunction with the A. G. A. PEP commercial gas cooking campaign. PEP means, of course, the *p*erformance, *e*conomy, and *p*rofit value of modern gas-fired cooking equipment.

Wearing Indian headdress, the 84 restaurant supply house representatives, equipment manufacturers representatives, and natural gas company personnel outlined and discussed the three-month (Sept. 1-Nov. 30) campaign plan to promote commercial gas equipment.

Using the theme "Know 'How' and Win!" the speakers of the evening wore elaborate "chief" head pieces, replete with tails of beaver fur. Hayes Walter, A. G. A. commercial food representative, guest speaker, stressed the responsibilities of the dealer, gas company, and manufacturer to the customer. Mr. Walter complimented the three natural gas companies on "one of the finest and best attended PEP dinners" he has seen.

R. T. McCrum, Equitable Gas Co., Joe Betz, Manufacturers Light & Heat Co., and James W. Vance, Peoples Natural Gas Co., presented the sales plan. Some of the points discussed were dealer contacts, promotional advertising, aid material, broadsides to prospective customers, incentive prizes based on point value of equipment sold by dealers, and advantages of commercial gas equipment.



Big chief chairmen Joe Betz (l.), Manufacturers Light & Heat Co., James Vance, Peoples Natural Gas Co., and R. T. McCrum (r.), Equitable Gas Co., presented PEP campaign sales plan at recent dinner

NIPSCO completes plans for a million-dollar addition

ARCHITECTS are presently putting the finishing touches on plans for a new Northern Indiana Public Service Company general office building which will relieve overcrowding at the main building and will accommodate company personnel now quartered elsewhere in Hammond, Indiana. Officials estimate that the entire cost of the five floor building will be over one million dollars.

The ultra-modern structure, to be erected at the rear of the company's present main office building, will have large picture windows on each floor, and an elaborate air conditioning system with special facilities for ventilating and filtering air. Other features are high-intensity fluorescent lighting, acoustic ceilings, and a basement auditorium for employee meetings and lecture sessions.

The masonry building with structural steel framework will extend lengthwise for 143 feet along an alley parallel to the present office building, and the second, third, and fourth floors will be joined to the present building above the 16 foot alley.

The new structure is so designed that two additional floors may be added when needed for future expansion.

Thirty-five men attend accident prevention course in Boston

THIRTY-FIVE MEN from 26 companies attended the eighth A. G. A. Accident Prevention Committee safety course, held at Boston, Mass., Oct. 4-5. The operating division of the New England Gas Association cosponsored the course. The two-day course, with maximum attendence, was held at Boston's Parker House. Course instructors were: Alfred L. Dowden, supervising engineer, public utilities, Liberty Mutual Insurance Co.; Fred G. Harriman, safety manager, New England Power Service Co.; John E. McMaster, safety engineer, NEGEA Service Corp.; Charles L. O'Reilly, manager, safety and legal services department, Boston Gas Co.; Rauel N. Papich, safety consultant, A. G. A.; and Clinton L. Pendleton, safety assistant, New England Power Service Company.

Tappan adds building for manufacturing and warehousing

INCREASED DEMAND for Tappan products in new home construction has necessitated a $300,000 expansion program at the company's Mansfield plant. The new building, to be used for manufacturing and warehousing, will add 54,000 square feet of floor space to Mansfield operations. The addition, to be completed late this year will be approximately 330 feet long and 60 feet wide, of structural steel construction with galbestos metal siding. Continuous bands of translucent fibre glass will provide daylight.

The enlarged Mansfield plant started to produce a complete new line of built-in gas ranges last month.

Service booklet

A NEW GAS SERVICE booklet has been published by Wisconsin Public Service Corp., and mailed to all the utility's gas customers, employees, and gas appliance and heating dealers. Sixteen pages including self-cover, the brown, blue and white booklet is entitled *How You Can Get More for Your Gas Dollar.* Contents include information about gas company services such as home economist assistance, and hints on reading gas meters, moving, and proper placement of appliances.

Harper-Wyman expands

A NEW OFFICE building has been completed by Harper-Wyman Co., Chicago, originators of center simmer burners for gas ranges and manufacturers of a variety of gas appliance components. The building houses the general office, engineering and sales departments, and an enlarged reasearch laboratory. Space formerly occupied by these departments is now being used for expanded manufacturing operations. The address of the new Chicago building is 8550 South Vincennes Avenue.

SGA section meets

THE accounting section of the Southern Gas Association met recently in Shreveport, La., with Lee Hunt, Arkansas Louisiana Gas Co., acting as chairman. Thirty representatives of 16 SGA member companies attended this distribution accounting round-table. The agenda included the following topics: proper classification of expenses to FPC accounts, mailing of customer bills from local office vs mailing for control billing point, design of meter reading slips, and accelerated depreciation.

A. G. A. promotes staff members McCandless, Wikstrom, Bowen

THE American Gas Association announces the promotion of three men serving on the Headquarters staff, effective Nov. 1.

Bruce A. McCandless

Bruce A. McCandless, formerly assistant to the managing director of A. G. A., has been appointed an assistant managing director, it was announced by F. M. Banks, president, Southern California Gas Co., Los Angeles, and retiring president of A. G. A.

S. F. Wikstrom, formerly promotion manager, has been appointed coordinator, promotion and advertising, it was announced by C. S. Stackpole, managing director of A. G. A. Mr. Wikstrom succeeds H. Vinton Potter, who resigned to become vice-president in charge of sales of the Oklahoma Natural Gas Company..

Charles R. Bowen, formerly manager, New Freedom Gas Kitchen and Laundries program, has been appointed promotion manager of the Association.

Mr. McCandless joined the A. G. A. staff in New York in October 1952 as assistant to Managing Director H. Carl Wolf. During the illness of Mr. Wolf he served as acting assistant managing director.

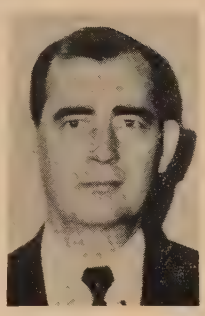
He had previously served as assistant to the director of the A. G. A. Laboratories in Cleveland.

He was graduated from Purdue University as a chemical engineer and worked with National Carbon Company from 1937 to 1939. He then joined the A. G. A. Laboratories. From January 1941 to December 1945, he served with the field artillery corps in World War II and was discharged with the rank of lieutenant colonel.

He was in charge of inspection service at the A. G. A. Laboratories from 1946 to 1949, when he was appointed assistant to the director of the A. G. A. Laboratories.

Mr. Wikstrom attended schools in Alabama and received a special scholarship in public speaking and dramatic arts at Northwestern University in Chicago. He entered the utility business in the sales department of Alabama Gas Company in 1945. He joined Mississippi Gas Company in 1949 as general sales manager.

In March, 1953, he joined A. G. A. as Southeastern promotion representative. Mr. Wikstrom, who was made promotion manager of the Association in May 1954, played an important role in developing gas utility participation in the Mrs. America program.



S. F. Wikstrom

Charles R. Bowen

Mr. Bowen joined the A. G. A. staff after graduating from Yale and serving with the public relations department of Prudential Insurance Co., Newark, New Jersey. He became assistant manager of the New Freedom Gas Kitchen program in March 1953, and in June 1953 was made manager of the program. In 1954 the New Freedom program was expanded to include gas laundries and now it has been further broadened to call for promotion of New Freedom Gas Homes.

Personal and otherwise

Vice-President Lydecker retires

FREDERICK A. LYDECKER, since 1945 vice-president in charge of gas operation, Public Service Electric and Gas Co., Newark, N. J., has retired after approximately 47 years' service with the company.

In 1908, Mr. Lydecker became a cadet engineer in the gas department of the company and, upon completion of his cadet training course, successively held the positions of assistant district superintendent; district superintendent; engineer of gas distribution; assistant general superintendent of gas distribution; and superintendent of gas distribution. In 1944, Mr. Lydecker was promoted to assistant to the vice-president in charge of gas operation, and the following year succeeded the late John A. Clark as head of the department.

Mr. Lydecker is a graduate and former trustee of Stevens Institute of Technology; past president of the Stevens Alumni Association; founder and past president of the Stevens Metropolitan Club, New York; trustee of the Alexander C. Humphrey Foundation of Stevens Institute of Technology; a member and former director of the American Gas Association, and a former chairman of several of its main sections; and member and past president of the New Jersey Gas Association.

Magic Chef elects James A. Marohn executive vice-president

JAMES A. MAROHN, Magic Chef, Inc., was recently elected executive vice-president of the firm. Mr. Marohn joined Magic Chef as financial vice-president and treasurer in 1954, after serving in a similar post with the Gruen Watch Company. He also served as vice-president and treasurer of the Noma Electric Corporation for many years. A graduate of Notre Dame University, Mr. Marohn is a member of the Pennsylvania Institute of Certified Public Accountants, the Controllers Institute of America, and the American Institute of Accountants.

Honolulu elects four executives to the position of vice-president

HONOLULU GAS Company announces the election of four department heads and company officers to the position of vice-president. They are: J. C. Rosebrook, who will also maintain his post of treasurer; Lyman L. Gowans, executive engineer, who has been with the company since 1921; George B. Tuggle, operations superintendent, who has been with the company since 1946; and Robert D. Scott, general sales manager, who joined the company three years ago. Restarick Withington, who has served the firm since 1935, has been promoted from assistant secretary to secretary. All five men are American Gas Association members.

Southern Union Gas awards service pins to Reid, Reddy, Wilson

THREE OFFICIALS of Southern Union Gas Co., Dallas, recently received diamond-studded pins in recognition of their service. They are James C. Reid, executive vice-president and general manager and member of the board; Edward C. Reddy, Albuquerque, N. M., district manager; and J. Harvey Wilson, eastern New Mexico district manager.

Mr. Reid, awarded a 20 year pin, first served the utility as assistant operating manager of western Texas and New Mexico properties. In 1937 he became head of the company's engineering department, and was made a vice-president and director the following year. He has served in his present position since last year.

Mr. Reddy and Mr. Wilson received 25 year pins. The former held the positions of serviceman, agent, and town plant manager of the company; the latter has been a construction worker, superintendent, manager, and operating manager at Southern Union's New Mexico properties.

All three men are members of A. G. A.

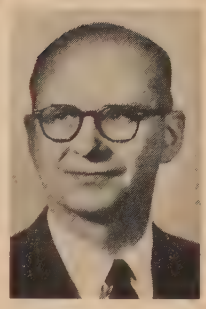
Select Howard B. Noyes to head approval requirements group

APPOINTMENT of Howard B. Noyes, senior vice-president, Washington (D. C.) Gas Light Co., as chairman of the A.S.A. Sectional Committee, Project Z21, A. G. A. Approval Requirements Committee, has been announced. The committee supervises the preparation of national standards for the approval and installation of gas appliances and accessories and is a sectional committee of the American Standards Association.

Mr. Noyes has been an active member of this committee since 1949. His contributions to the work of this and other Association committees make him well qualified to head this important group. In addition to this chairmanship, Mr. Noyes is at present a member of the A. G. A. Laboratories Managing Committee, Managing Committee of the General Management Section, Advisory Council of A. G. A. and is the alternate A. G. A. representative on the ASA Standards Council.

Active in gas industry affairs for many years, Mr. Noyes has served on the Gas Production Research Committee, Rate Committee, Operating Section Managing Committee and is past chairman of the Customer Service Responsibility Committee and of the General Management Section.

Mr. Noyes, a Cornell graduate, started his career by joining the Philadelphia Electric Company as cadet engineer and later became a gas engineer in the gas department. In 1938 he became manager and treasurer of Manchester (N. H.) Gas Company. Mr. Noyes was appointed general superintendent of Washington Gas Light Company in 1940, was elected senior vice-president in 1953.



Howard B. Noyes

Name Robert Eskew product manager of Servel air conditioning

ROBERT K. ESKEW, a veteran of 22 years in sales, field service, manufacturing and engineering at Servel, Inc., and one of the first members of the company's air conditioning organization, has been promoted to the key position of product director for all-year air conditioning. His major activities will be the introduction of new products, the improvement of current products, and the elimination of unprofitable items.

Having started at Servel in 1927 as a tester, Mr. Eskew has been with the company since, except for a year and a half with Peerless Corp., Chicago, manufacturer of commercial refrigeration and air conditioning accessories, and the period from 1950 to early 1955, during which he served first as sales manager for a distributing subsidiary of York Corp., and later as part-owner of a Servel air conditioning distributorship in New York.

At Servel, Mr. Eskew has progressed through the positions of service representative at the New York branch, field service representative for New York and New England, sales representative on commercial refrigeration, manager of the St. Louis commercial sales branch, commercial sales manager for the East Coast, supervisor of a pilot plant which built equipment for the Office of Scientific Research and Development, air conditioning zone supervisor for the New York City area, and administrative engineer for all-year air conditioning, the position he held most recently.

Southern Counties names Norman R. Wyckoff division superintendent

APPOINTMENT of Norman R. Wyckoff as superintendent of Southern Counties Gas Company's Texas pipeline division has been announced. He succeeds E. A. Wallace who has resigned from the company.

Mr. Wyckoff, most recently construction and maintenance supervisor in the utility's San Gabriel Valley division, has had extensive background in pipeline construction and maintenance.

In his new post he will have charge over Southern Counties' entire multi-million Texas pipeline system extending from the Colorado River near Blythe to the Los Angeles metropolitan area.

Mr. Wyckoff joined Southern Counties Gas Company in 1939 in Orange County division. He was then made technical assistant in the company's San Diego pipeline district. In 1950 Wyckoff was named to head the Beaumont district of the Texas pipeline division. In the next three years he held that post and, in addition, saw service as chief inspector on major pipeline construction the utility was undertaking in the coastal area, around Ventura and Santa Barbara. He is a member of the American Gas Association.

Consolidated Natural elects C. W. Cooper, H. C. Johnson, directors

CONSOLIDATED Natural Gas Company has elected Charles W. Cooper, vice-president and assistant counsel, and Herbert C. Johnson, treasurer, directors of the company effective Dec. 1.

They will fill two board vacancies which will exist at that time as a result of the resignations of J French Robinson, who will retire this month in line with the company's retirement policy, and F. H. Lerch, Jr., who retired in 1953 but continued to serve as a director.

Following graduation from Lehigh University and Harvard Law School, Mr. Cooper joined Peoples Natural Gas Company in 1939 as an attorney. Two years later he joined the legal staff of Gas Companies, Inc., a subsidiary of Standard Oil Company of New Jersey. Upon formation of Consolidated in 1943, was elected to his present position. He is a member of the American Gas Association and the American Bar Association.

Mr. Johnson joined Standard Oil in 1927, and was associated with its natural gas utilities and pipeline companies until 1943, when he became assistant treasurer of Consolidated. He was elected treasurer four years ago. Mr. Johnson is active in the Controllers Institute of America and the A. G. A. Accounting Section.

Name Harris secretary of National Council for LP-Gas Promotion

APPOINTMENT of Carl W. Harris as secretary of the National Council for LP-Gas Promotion and director of the LP-Gas Information Service has been announced. Mr. Harris, who succeeds Robert E. Borden, resigned, has been active in the public relations, advertising and promotion fields throughout his career. He was for more than 10 years director of public relations in the Chicago office of J. Walter Thompson Co., supervising this agency's extensive public relations activities throughout the West and Midwest. In this capacity, he was responsible for the organization and direction of a number of national trade associations.

Houston Natural Gas Corporation promotes Cookenboo, Mason, Wolff

J. B. COOKENBOO has been elected vice-president and treasurer of Houston Natural Gas Corporation. Mr. Cookenboo became affiliated with Houston Natural in 1946 after a number of years in the public accounting field. He had been controller and treasurer of the company since 1951.

In addition, Carrington Mason and J. F. Wolff were elected assistant vice-presidents. Both had been executive assistants, with Mr. Mason assigned to special projects in the company's Houston central office, and Mr. Wolff in general charge of the company's affairs in the Corpus Christi area.

W. E. Long, Jr., training director, was named to succeed Mr. Mason as executive assistant. L. P. Armbrecht was advanced from the engineering department to take over Mr. Long's responsibilities as training director.

Mr. Cookenboo and Mr. Mason are members of the American Gas Association.

H. Luoma joins GAMA staff as director of technical services

HERBERT LUOMA has been appointed to the new position of director of technical services for the Gas Appliance Manufacturers Association. His office will be at GAMA headquarters in New York.

Herbert Luoma

Mr. Luoma comes to GAMA from the Alabama Gas Corp., where he has been utilization engineer and director of training since 1946. Before joining the Alabama company he was associated with the Laboratories of the American Gas Association in Los Angeles and Cleveland.

From 1939 through 1942 he was in the Los Angeles A. G. A. Laboratories, first as a test and inspection engineer and later as a research engineer. From there he went to the A. G. A. Laboratories in Cleveland where he was a research engineer in war products. He later became chief engineer in domestic gas and war products research.

While with the Alabama Gas Corporation Mr. Luoma served on numerous industry committees.

Among them were the A. G. A. Operating Subcommittee on Customer Service, A. G. A. Working Committee on Automatic Gas Range Ignition Development, Southern Gas Association Advisory Committee for University of Tulsa gas appliance short course, and City of Birmingham Gas Code Committee.

During the past year he was chairman of the A. G. A. technical advisory group for general utilization research and a member of the SGA Committee on Supervisory Training, A. G. A. Subcommittee on Approval Requirements for Central Heating Gas Appliances, and the A. G. A. Committee on Domestic Gas Research.

Mr. Luoma is a graduate of the University of Wisconsin with a B.S. degree in electrical engineering.

Southern Counties names Spurgeon PR man, Kinne sales manager

ROBERT D. SPURGEON has been appointed to an important post in the public relations department of Southern Counties Gas Co., Los Angeles. He vacates the position of eastern division sales manager, which will now be assumed by Earl E. Kinne.

Mr. Spurgeon will have primary responsibility for a community relations program. He joined the company in 1937 following graduation from Pomona College. He has served the firm as assistant customers department manager, customers department manager, and since 1952, sales manager.

Mr. Kinne began his gas company career in 1946. He has been acting sales manager in the utility's Orange county division, following a staff assignment in the company's Los Angeles office. Both men are A. G. A. members.

Names in the news—a roundup of promotions and appointments

UTILITIES

Edward G. Dougherty has been appointed to the newly created post of residential sales supervisor of New Jersey Natural Gas Company. He was formerly manager of the Seaside Heights district office.

New chief reserve engineer at Oklahoma Natural Gas Company is **J. T. Skeith,** former engineer in the gas purchase and reserve department. Mr. Skeith, a six year veteran of the utility, is a member of the A. G. A. Committee on Gas Reserves.

Upon **Glenn V. Vail's** resignation to accept a position with Pacific Northwest Pipeline Corp., **Floyd R. Cramer** has been promoted to plant superintendent of the Texas pipeline division of Southern Counties Gas Company. Mr. Cramer, formerly assistant plant superintendent, will now have responsibility for the Blythe compressor station and the turbine-driven compressor stations at Desert Center and Cactus City.

The Ohio Fuel Gas Company announces the promotions of **Thomas E. Keating,** coordinator of commercial accounting, to manager of distribution office operations, and **Thomas Z. Dunn,** Zanesville district commercial representative, to assistant commercial sales manager. Both men have been employed by the utility for approximately 14 years.

MANUFACTURERS

Roberts Brass Manufacturing Co., Mitchell, Ind., reports that **Robert E. Imhoff** has been appointed vice-president in charge of engineering and development. Mr. Imhoff has been a member of the Subcommittee on Listing Requirements for Gas Valves for the past nine years, and chairman of the manufacturers group of the subcommittee for the past six years. He was formerly employed by Detroit Brass & Malleable Company.

American Meter Company announces that **Hugh A. Bate** and **Leo C. Mueller, Jr.,** have been appointed sales engineers for the Birmingham, Ala., sales districts. Canadian Meter Co., Canadian division of American Meter, has appointed **William H. George** as sales engineer with headquarters in Regina, Saskatchewan.

Ruud Manufacturing Company has added two home economists to its staff to help gas utility home service directors set up new home laundry programs. They are Mrs. **Irene Goodhue Leck,** former national home service director for the Maytag Co., and Mrs. **Mary Dougherty Rockwell,** who held the same position with Thor Corporation.

Selas Corporation of America announces several personnel changes. **William M. Smith,** former sales representative of the New York City-New Jersey area will now join the home office sales division to initiate and coordinate a number of sales and sales engineering activities and to handle the special sales assignments. **William C. Schneider,** sales representative of the Rochester, N. Y., district, will fill the position vacated by Mr. Smith. In turn, **Kenneth E. Rasmussen** of the company's sales engineering department will replace Mr. Schneider in Rochester. In addition, **Harry E. Morton** has become the sales representative of the Chicago district.

Gordon E. Bloom, associated with the gas appliance and the gas utility industries for the past 26 years, has been appointed assistant to the general sales manager of the Incinor division, Bowser, Inc., Chicago.

The Gas Machinery Co., Cleveland, has appointed **Percy W. Havenstein** to a position on its engineering staff. For the past 25 years, he has been associated with the New England Electric System, supervising construction in the production and distribution plants of the system's gas utility operations.

Frank M. Keefe has been appointed a regional sales manager in charge of 19 counties in the Memphis area for the Maytag Company. Maytag has also named **Mary Margaret Christianson** to the position of home service director. She will have editorial responsibility in the name of Linda Marshall (Maytag home economist byline) for the preparation of home service articles, and will develop promotional, research, development, and testing programs for appliances.

Armstrong Furnace Company has announced the appointment of **Dan J. Calori** to the position of assistant sales promotion manager to succeed **T. J. Hughes,** who resigned to accept another position.

E. L. Van Lare has been named factory representative for Preway Inc., to represent the firm on all lines except mobile home products in Wisconsin.

Formerly assistant chief engineer for C. A. Olsen Manufacturing Co., **Willard J. Watchler** has been promoted to laboratory manager. He will be in direct charge of all laboratory personnel and the scheduling of departmental activities, and will direct the coordination of activities with other testing agencies.

Ebasco Services Inc. has announced the appointments of **R. B. Chase** as general purchasing agent and **W. T. Hamilton** as purchasing agent. Mr. Chase has been with Ebasco since 1923, and has held the positions of field material man, field purchasing agent, assistant purchasing agent, and purchasing agent. Mr. Hamilton, who has been with the firm for 18 years, has been factory inspector, chief inspector of the purchasing, traffic and inspection department, and purchasing agent in Greece. **T. K. White,** who has been in charge of the firm's purchasing activities for 37 years, has been made a consultant on purchasing matters in the company.

Public Service names Harvey and Cliff to post of vice-president

PUBLIC SERVICE Electric and Gas Company elected William J. Harvey vice-president in charge of gas operation, effective Oct. 21, and Herbert E. Cliff vice-president in charge of commercial operations, effective Nov. 16. They will succeed, respectively, Frederick A. Lydecker and Henry P. J. Steinmetz, who are retiring after long service with the company.

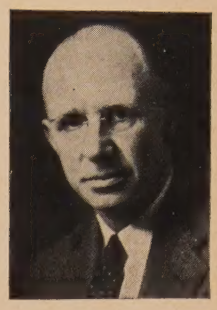
Mr. Harvey, a Columbia University graduate, has been with Public Service since October, 1916, having started as a cadet engineer in the gas department in the Plainfield and New Brunswick areas. He served in supervisory positions in the gas manufacturing, construction and distribution departments, and in 1945 was made general superintendent of gas manufacture. In March of this year Mr. Harvey was promoted to general manager of the gas department.

After being graduated from Swarthmore College, Mr. Cliff started with Public Service as a commercial cadet in 1924. After various staff assignments, he was made assistant general commercial manager in 1940 and became general commercial manager in 1949. Mr. Cliff has been a member of various committees of the American Gas Association and was chairman of the Accounting Section of A. G. A. in 1937. He is a former president of the New Jersey Gas Association and of the New Jersey Public Utilities Association.

Mr. Steinmetz is retiring after 48 years' service with Public Service. He started with the company May 10, 1907, as a stenographer in the gas auditing department. In 1924 he was named commercial manager, Camden, and in 1928 division commercial manager in the company's southern division. He was promoted in 1931 to general sales manager, electric and gas, and six years later to vice-president in charge of sales. Mr. Steinmetz is a director of the New Jersey Gas Association.

All four men are members of the American Gas Association.

William J. Harvey



Herbert E. Cliff

Jennison retires

RALPH D. JENNISON plans to retire as chairman of the board of the New York State Electric & Gas Corp., at the end of the year. The company announced the resignation, effective Dec. 31, has been accepted by the board of directors. Although relinquishing his active duties in the operation of the company's business, he will continue as a member of the board of directors. Mr. Jennison, who has been identified with the public utility field for more than 46 years, completed 40 years of service with the corporation and its former affiliates on Feb. 1. He was graduated from the University of Michigan in 1908.

Promote Habach

GEORGE F. HABACH was elected vice-president in charge of engineering of Worthington Corporation to succeed Harry A. Feldbush, who will continue on the technical staff as consultant on special engineering problems. Mr. Habach's career with Worthington included positions as chief engineer of the centrifugal pump department and manager of engineering of the Harrison division. Mr. Feldbush, who served Worthington for over forty years, was most recently founder and general manager of the company's air conditioning and refrigeration activities, and vice-president in charge of the Holyoke works.

Game vice-president

EDWARD P. GAME has recently assumed the positions of vice-president and general manager of Shenandoah Gas Co., Winchester, Va., and vice-president of Martinsburg Gas and Heating Co., Martinsburg, W. Va., with responsibility for all phases of management and operation of both companies. He joined Central Public Service Company as gas division cadet engineer in 1930, and since then has held executive positions with several gas utilities on the East Coast. In 1944 he became general superintendent of the Roanoke Gas Co., and in 1947, operations manager. He is a member of the American Gas Association.

Thomas N. McCarter, Sr.

founder and president for 36 years of the Public Service utility network of New Jersey, died Oct. 23 at the age of 88.

Mr. McCarter started his successful career as a lawyer, following graduation from Princeton and Columbia Law School, and shortly thereafter became a judge in Newark, a state senator (majority leader), and state attorney general.

In 1903 he resigned from his political appointment to become the first president of Public Service Corporation. During his presidency, he succeeded in merging five highly competitive New Jersey utilities into Public Service Company. The parent company, Public Service Electric & Gas Co., now provides gas to 299 municipalities, electricity to 244, and transportation to 375.

As president he found time to remain active on numerous state commissions, crusade for private ownership of utilities, and serve as a director, for various periods of time, of many organizations including: American Gas Association, the United Gas Improvement Co., American Surety Co., American Surepower Corp., Fidelity Trust Co., and Chase National Bank. He served a term as president of Edison Electric Institute.

In 1923, while a member of the advisory council of A. G. A., he founded the McCarter medal and certificate, awarded to employees of member companies who have saved a life by performing resuscitation by recognized manual methods. Mr. McCarter first joined A. G. A. in 1918, the year it was founded, and remained a member until his retirement as chairman of the board of Public Service in 1945.

His survivors are his widow, two sons (one son is Thomas, Jr., vice-president of Public Service), and two daughters.

Arthur G. Glasgow

founder of Humphreys & Glasgow, Ltd., an engineering and construction firm in London, died last month at the age of 90. His firm, formed in 1892, specializes in design and construction of gas plants and has built facilities throughout the Eastern hemisphere.

Mr. Glasgow entered the gas industry immediately following his graduation from the Stevens Institute of Technology. He played a part in the construction of the Richmond Gas system about 50 years ago.

Mr. Glasgow had been a member of the American Gas Association since 1918.

He is survived by his daughter and sister.

Owen R. Allgeier

of Laclede Gas Co., St. Louis, Mo., died of a heart ailment at the age of 65. A graduate of the University of Missouri school of engineering, he was chief engineer of his company from 1951 until last May, when he became a consulting engineer. He was formerly employed by the old St. Louis County Gas Co., before it was purchased by Laclede in 1947. He was a member of the American Gas Association.

Survivors are his widow, a daughter, two brothers, and two sisters.

Thomas E. Stanton

who had completed over 61 years of service with The Cincinnati Gas & Electric Company when he retired in April, 1946, died recently at the age of 81. Mr. Stanton, whose son is now employed by Cincinnati Gas & Electric, joined the utility, then known as Cincinnati Gas Light & Coke Co., as an office boy in 1885, at a time when his father was also working there. Mr. Stanton has been a meter tester helper, street foreman, and from 1907 until his retirement, a pressure foreman. In 1928, he was awarded a McCarter certificate from the American Gas Association for helping save the life of a co-worker by applying artificial respiration.

He leaves behind three sons, two daughters, two sisters, and nine grandchildren.

GID in action

(Continued from page 36)

from finishing the assignment; but, in my honest judgment, substantial progress is being made.

I won't take any time on **Objective 4**—*improved installation and service policies*—simply because the GID Committee hasn't done a blooming thing about it as yet beyond urging the industry to give it attention. That doesn't mean it isn't important. It simply means that, in establishing priorities, we felt a greater degree of urgency to press for the other objectives of the Action Program.

As to **Objective 5**—*a greater degree of continuing cooperation between various elements of the gas industry*—I think we can mark up real accomplishment.

At the board and staff levels, A. G. A. and GAMA are working more closely together than ever before. Manufacturers are participating more directly in the development of A. G. A. promotional programs and are gearing their own promotional and advertising activities to the programs set up by A. G. A.

On the various approval requirements committees, there is a greater degree of harmony between manufacturer and utility representatives in seeking a common objective, better appliances. Individual manufacturers are using groups of utility executives to advise on the development of research and promotional programs, and utility companies are participating in the research programs of manufacturers by purchasing experimental appliances for testing in the field. At the same time, research projects undertaken through A. G. A.'s PAR Program are being geared to the related activities of manufacturers wherever feasible.

Equipment manufacturers—that is, manufacturers of meters, valves, pipe, etc., as distinguished from appliance manfacturers—have organized an Equipment Manufacturers Advertising Program, using the GID Committee in an advisory capacity, and are spending sizeable amounts to advertise gas and gas appliances, thus augmenting the national advertising program of A. G. A.

A. G. A. and the regional trade associations—such as the Pacific, the Southern, and the New England gas associations—are achieving greater coordination in the development of their respective programs, this convention being one outstanding example.

It would be unnecessarily brash to claim that any objective so important had been fully accomplished, but as to Objective 5, I really do think we can mark up substantial accomplishment.

The Action Program is really a program for your individual companies, and its effectiveness depends on you. What objectives and accomplishments can you report? When you get back home, ask yourselves these questions:

1. Have you really assumed responsibility for the development of an adequate sales volume of gas appliances in your territory? And do you really know what an adequate sales volume is?

2. Are you really putting your sales and promotional emphasis on quality instead of price? Are you using the booklet *Desirable Features of Gas Ranges* as a guide? Have you completely abandoned the sales and promotion of gas ranges which require the use of a match?

3. Are you giving preferential treatment to those appliance manufacturers who do a real job on upgrading and promoting their appliances? And are you urging them to do more even though it may require you to pay more?

4. Are you really covering the new home market in a determined effort to get gas appliances of acceptable quality into the new homes?

5. Are you doing everything within your power to replace the outmoded gas appliances which are in your customers' homes with new and modern appliances?

6. Are you working aggressively with manufacturers, distributors and dealers, as well as with architects and builders?

7. Are you offering your customers adjustment service on all gas appliances at no extra cost beyond what is covered by your gas rates? And are you sure that parts replacement service is available at reasonable cost?

8. If you are not one of the ten companies which are engaged in the Demonstration City Program have you done anything of a really substantial nature on your own during the past three years to demonstrate that you are part of the Action Program? Have you made any major changes in your sales or promotional policy? Have you reorganized or expanded or reoriented your sales and promotional forces? Have you substantially lifted the level of your promotional expenditures?

When every one of you can say yes to every one of those questions, then and only then the objectives of the GID Program will have been accomplished.

Facts and figures

(Continued from page 17)

conversions will accordingly decline.

Automatic gas dryer shipments for the month of August totaled 34,500 units up 54.6 per cent, while shipments of electric dryers amounted to 101,700 units up 75.8 per cent. During the first eight months of this year, automatic gas dryer shipments aggregated 187,300 units up 58.7 per cent, and electric dryer shipments totaled 541,300 units up 82.3 per cent over the comparable cumulative period ending August 31, 1954.

Gas appliance data relate to manufacturers' shipments by the entire industry, compiled by the Gas Appliance Manufacturers Association. Industry-wide electric appliance statistics are based on data compiled by the National Electric Manufacturers Association and are reprinted by GAMA in its releases. Data on both gas and electric dryer shipments are released regularly by the American Home Laundry Manufacturers Association.

Total sales of the gas utility and pipeline industry to ultimate consumers during August were 4,219 million therms, up 6.7 per cent over sales of 3,956 million therms in August of last year. Sales of gas to industrial users were up approximately 9.8 per cent in the current period over the same month of last year.

Industrial production, as measured by the Federal Reserve Board index, remained unchanged from last month's all time high of 140 (1947-1949 = 100), up 13.8 per cent over August 1954. The Association's August index of utility and pipeline sales is 195.2 (1947-1949 = 100). During the 12 months ending August 31, 1955 utility and pipeline sales of gas totaled 64.3 billion therms, up 7.8 per cent over the 59.7 billion therms sold in the comparable cumulative period ending August 31, 1954.

Correction

IT HAS BEEN brought to the attention of the MONTHLY that the headline "Fourteen Attend SGA Home Service Conference in Georgia," October issue, page 32, may have been misleading. Thirty-four representatives of 14 companies were present.

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